

# ELECTRICAL MERCHANDISING WEEK

SEPTEMBER 19, 1960

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

## His Customers Write Their Own Tickets

This dealer says it costs more than it is worth to evaluate trade-ins, so he lets his customers do it for him. Result is profits, not problems. *see page 17*

## Tomorrow's Kitchen

This Westinghouse kitchen looks conventional enough, but under the surface there are big surprises. *see page 10*

## TV Sales For 1960: How Big A Year?

Better than last year, say the manufacturers, but not as big as expected. Here's an exclusive report on what happened, why, and what to expect. *see page 3*

## A Lion In The Store

Before the man with the lion walked in, a customer brought in two kangaroos. Now the man with the lion is accusing the dealer of monkey business. *see page 2*

## A Housewares Sale Sparks Enthusiasm

Price alone won't sell housewares, says this dealer. He proves it with a spectacular annual promotion. *see page 8*

## Gibson Dealers Fly, See Hawaii And Buy

EM Week went along to this exotic sales convention and saw happy dealers order a surprising amount of goods, have the time of their lives. *see page 3*

### ALSO IN THIS ISSUE

A DEALER SALESMAN SAYS	14
NEW PRODUCTS	20, 21, 22, 24
HOW'S BUSINESS?	25
STOCKS AND TRENDS	29, 30

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Even though economists take a gloomy view . . .

"In general, there's likely to be an election-day feeling of prosperity, though it may be marred by a few soft spots, as in the housing . . . and appliance industries."

WALL STREET JOURNAL

Overall economic prospects do not suggest that 1961 will usher in improved demand for consumer durables.

THE VALUE LINE INVESTMENT SURVEY

The next five years will be dim ones for the appliance industry, marked by fierce price competition aimed at stimulating demand.

WIDELY CIRCULATED INVESTMENT LETTER

Two things point to relatively heavy going in selling consumer durable goods, appliances, for instance: (1) Automobile sales have been good this year and (2) surveys indicate consumers feel they are pretty well stocked and do not plan to buy.

MCGRAW-HILL DEPT. OF ECONOMICS

. . . the appliance industry isn't too worried over this year's slump and next year's outlook. It's convinced that

## This Is Realism Not Recession

Appliance industry leaders last week respectfully declined to join gloomy-goggled economists in their predictions of hard sledding ahead for appliances. To a man, they told EM Week there was no call for panic.

Instead, they mounted their soapboxes—industry consciences worn proudly on their sleeves—and called for realistic fact-facing.

Joining appliance makers in their calls for long, hard and not necessarily pessimistic looks at the business, were their brown goods brothers, TV makers, who now have revised their predictions for the year downward by half a million units (see story page 3).

Summing up the appliance situation Reader's Digest style was G-E's William H. Dennler, general manager of the major appliance div.:

"Some years are great, some are merely good, and any one year can even be off somewhat from the year before. Anyone who takes

1960 as a reminder that this always competitive business required constant alertness and quick action is just being smart.

"On the other hand, anyone who panics when industry sales go off a few points and gets pessimistic over the years ahead is overlooking the basic strengths of our major appliance business and our American economy."

Hotpoint's John F. McDaniel, general sales manager, put it even more succinctly: "Let's not make the mistake of shooting the piano tuner just because the piano is out of tune."

But while manufacturers were united in their demand for facing facts, they sometimes were facing them in different directions.

Realism for one group EM Week talked to meant denying that the appliance industry's ailment in 1960 was anything more serious than an old-fashioned case of the vapors.

*Continued on page 25*

## RCA Singers Woo The Public

Mainline, Inc., Cleveland distributor, cooperating with RCA Sales brought the public to a dealer showing, a novel tack designed to up sales

The aim was to educate customers and put a stop to the confusion surrounding stereo and to introduce dealers to the new RCA stereo, TV and radio lines.

The day after they entertained more than 1,000 dealers and their personnel from the Cleveland, Toledo and Ft. Wayne, Ind., territories with RCA Victor Recording talent like Jim Brown of the (singing, not football-playing) Browns, Mickey and Sylvia, plus Vaughn Monroe. Mainline threw open the show to prospective customers, lured them in with the talent, giveaway records, prizes and the chance to go home with a stereo outfit.

The promotion was based on the presumption that no dealer can afford to show his customers the manufacturer's complete line, including cabinets, models and specs. With the distributor doing the showing for him—giving each dealer a big fancy, even if temporary, display area—it's a good chance for the dealer to acquaint his customers with his whole line. And buyers can take advantage of a "no pressure, no sales being made" atmosphere to study the line.

Mainline, with RCA Execs like Sales Vice President R. W. Saxon and radio-stereo sales manager B. S. Durant on hand to help out, campaigned to bring in the customers. The distributor ran newspaper ads for a week, had radio and TV spots, and a remote broadcast disc jockey program direct from the show. A 6-foot model of RCA's "Nipper" guarded the entrance to the show in Cleveland's Hotel Pick-Carter.

Mainline's President Bill Shipley said the show was aimed at promoting stereo sales that admittedly lagged last year. He said the show went over with a bang—and predicted a booming start into stereo sales this year.

## New Goals For G-E Traffics?

General Electric's housewares and radio receiver division last week set up the organizational framework to allow it to capitalize on possible future trends in the distribution of its products.

To James Stark, long-time marketing manager for the division's portable appliance division, went the responsibility for setting up a national distribution department. Stark will report directly to vice-president W. H. Sahloff.

No one at G-E is ready to spell out how the new department may grow, but the general direction can be judged by studying the titles given to four key men who will report to Stark. D. S. Beldon, Jr., will be manager of national accounts (rubber companies, etc.), J. C. Hunt will be manager of customer relations (buying syndicates, etc.).



## Mystery Shopper Won't Wear A Mask . . .

BUT HE'LL RATE SALESMEN of Packard Bell products according to their knowledge. Prize: A round-the-world trip. Ted Flynn, masked sales promotion manager, jokes with Vice President Kenneth R. Johnson of Packard Bell.

## Premiums Gain Again

It was clear that premiums were taking on more importance than ever before as the New York Premium Show got underway

The list of exhibitors ran from A&H Doll Mfg. Corp. to the Zebco Co. In between, there were more familiar names than ever.

For the first time, General Electric popped up at the Show, displaying the full range of products produced by the housewares division. There was Columbia Phonographs for the first time, too, and the Dominion Electric Corp.

And there were lots of other names dealers would find familiar—Westinghouse, Cory, West Bend, Westclox, Landers, Frary & Clark, Channel Master, Pennsylvania.

Set in the Grand Ballroom of the Hotel Astor, the show had the impact of an oriental bazaar as manufacturers crowded into the available

space. But underneath all the glitter, it was all seriousness.

G-E was there "to investigate the market," which is now about \$2.25 billion annually, according to Gordon C. Bowen, president of the Premium Advertising Assn. of America. Currently, G-E does its premium business through distributors, but the results of the investigation could lead to a change in policy.

Dominion's appearance was a frank acknowledgment of the increasing importance of the premium business, according to Sheldon Shaffer, company vice-president. And Dominion is considering putting an exhibit into the even bigger Chicago Show.

With the show in its own backyard, Columbia decided to go in, according to president James Shallow. "The premium business has been getting bigger every year," he said. "We want our share."

## The U.S. Radio Situation: Up At Home, Down Abroad

While the Japanese cut into radio business in the United States, American producers have been steadily losing out in the export market.

That was graphically illustrated by U. S. Department of Commerce's 10-year look (1949-1959) at radio production and foreign trade.

Newly compiled by the Business and Defense Services Administration, figures on the export of U.S. radio receivers show an almost steady slide from 1949, hitting a low for the decade in 1959 when they totaled only 289,000 units valued at about \$7.7 million. That's more than a 43% drop during the 10 years.

Of that total, home-type radios accounted for 216,421 units and approximately \$5 million. In 1949, this

same category accounted for \$9.4 million as 384,361 were exported.

Imports of radio receivers hit a record high last year—more than 5.8 million units valued at almost \$70 million and representing about 14% of the U.S. consumption. Japan, of course, accounted for the biggest chunk: 5.5 million units valued at \$55 million. (Of that total, 1.5 million were one-transistor "toys," worth about \$2.0 million.)

Still, U. S. manufacturers upped production to a new high for the decade (more than 16 million units valued at almost \$424 million) and registered gains over 1958 in all types. The smaller gain? About 14% in portables where foreign competition is the strongest.

Estimated for 1960: 17 million units, valued at \$460 million.

## A Lion Is In The Store

. . . or is it? Or is it a kangaroo? And which one gets the free color TV set? It looks like a judge in Albany will have to decide those questions

A Troy, N. Y., furniture and appliance dealer hit upon a newspaper advertising gimmick with unusual pulling power—but now he probably wishes he hadn't.

The ad drew to his store, in quick succession, two kangaroos, a lion, a lawsuit and a headache.

Harry R. Feathers, an officer of Feathers Furniture Co., Inc., had a round-the-clock sale scheduled for a Friday and Saturday. His newspaper ad offered a free color TV set to the first person to walk in leading a lion on a leash.

What followed next is still not entirely clear. But it is an established fact that a summons asking \$500 has been filed against Feathers by a man who says he showed up at the store with a lion on a leash—but didn't get the set as promised. Paul Golub, a Schenectady supermarket executive, filed the suit.

Golub said he rented a lion from a traveling show and brought it to the store on a leash (but still in its cage). He said that he was told he was too late—the set had been given to a man who had arrived earlier with a pair of kangaroos.

Two kangaroos don't equal one lion, Golub insisted, even though they get there first. He said the store refused to admit him and his beast, so he took his lion and went home in a huff. He wants the color TV—which he intends to give to charity—and won't accept a 21-inch black and white set offered to him.

Feathers has a different story. Speaking through his attorney, Feathers admits he did offer the color set as advertised, but learned that a radio man, miffed because of the store's cancellation of time on his station, was trying to rent a lion to embarrass him. Feathers decided the presence of a lion might cause panic and withdrew the offer with radio spots starting at 5 P.M. Friday.

About 2 A.M. Saturday morning, Feathers asserted, he was told there was a man with a lion outside his store, and he rushed right down.

Golub and the radio man met him in the store, Feathers said, but the lion was outside in a cage on a truck. Later, he claimed, the truck moved slowly back and forth in front of the store while Golub walked beside it on the sidewalk holding a line looped around the neck of the lion.

The lion was cranky at being kept up so late, his trainer said and assured Feathers it would not be let out of the cage.

Feathers has now announced that he will give a color TV set to "any recognized charity," but he adds that the gift will be made on his own terms and "not on terms dictated by anyone else." He stressed that his offer is not an admission of liability.

# TV Sales: A 6.0 Million Year Now?

**The Sagging 60's are not going to pull television into the mire, but they're taking the bloom off the rose. The industry is currently going through a period of adjustment**

And getting out of it will bring the year down from the original estimates of 6.5 million to something nearer 6.0 million units.

No one is panicky about the situation, either. Concerned? Yes. But most manufacturers figure (1) an adjustment period had to come sooner or later; (2) even though the Soaring 60's were turning into the Oversold 60's, a 6.0 million year was still a jump over 1959's 5.7 million and that wasn't an unpleasant situation to contemplate.

Manufacturers stood almost shoulder-to-shoulder at the 6.0 million unit line. No one predicted less, some were still counting on a little more. Sylvania's Peter Grant was figuring on 6.1 million units. There was talk of 6.2 now at G-E.

It wasn't difficult to see the read-

justment shaping up. After logging a 6.64% increase over 1959 production at the six-month mark, factories began to taper off all through August. The figures:

1960 Week	vs. 1959 Week	1960 vs. 1959 Cumulative
31	-7.42	+2.88
32	-39.65	+1.03
33	-12.90	+0.48
34	-11.80	+0.05
35	-9.17	-0.29

Now, dealers who bought 21's at a price, are working off inventory. And while this is going on, inventory has been building at the factory and dropping at distributor levels.

A cool summer which cut into air conditioning sales and the white goods debacle hasn't helped either,

pointed out Motorola's Edward Taylor.

And while manufacturer's will keep a sharp eye on retail volume for August and September, there's no reason to be gloomy. An RCA Victor spokesman, Philco's Robert Theis and Ben Abrams of Emerson-Du Mont all took an optimistic approach.

At Westinghouse, Charles J. Urban was undismayed by "a little postponement in our progress" and still looked for "a healthy year."

"It's not a disastrous picture," explained Zenith's Leonard C. Truesdell, "but now is the time to check storm warnings."

What manufacturers did fear was a fourth-quarter dump which would foul up the profit picture.

So, at the end of the 35th week (Sept. 2), industry production was behind 1959 totals for the first time this year by .29% or 10,943 units.

**Why the decline in production?** Fred J. Kopesky, Packard-Bell's director

of planning, attributed it to industry revision of total sales for 1960.

"Many of the majors, including ourselves," explained Kopesky, "had anticipated television sales for this year at 6.4 million units. We have currently revised our forecast to a 6.0 million unit level."

"As a result of this, industry in general has built up approximately 90,000 units more of factory inventory than they had a year ago. The reduction in factory production is merely a short-term adjustment period to reduce this inventory and program consistent with the lowered forecast."

**What happened?** Almost as one, manufacturers pointed to the 21-inch set as the main source of current problems.

"When industry was ahead this year," explained a manufacturer, "it was working under a forced draft, pushing 23's and 19's while liquidating thousands of 21-inch consoles and 17-inch table models."

## Gibson Trip: From Luau To Fiesta

**Gibson filled the Hawaiian air with Latin music and was pleased with the results: Dealers at Gibson's sales convention in the state in the Pacific ordered a surprising amount of goods**

Twenty Hawaiian youths in lava-lavas and grass skirts charged out into the audience to distribute gold conquistador hats.

A band from Panama split the Waikiki night with hot latin rhythm. An announcer extolled the virtues of Panama City, where the next crew of Gibson dealers will frolic.

Another announcer extolled the virtues of buying Gibson now.

And in the short space of five minutes, what had been a gently soothing Hawaiian luau became a hot-blooded sales session, complete with music, a Spanish galleon, a gun going off to signal sales, and scores of dealers crowding up a gangplank to grab a bargain quick.

Behind the scenes veterans marveled. The timing and techniques displayed were cannily correct for the time and the place. It was hard-sell without obnoxiousness, push without offense. It was, in short, Gibson refrigeration off and running again.

Said one old hand: "How can I translate this to use on my customers?"

Said another: "I see it, but I don't believe it."

What he was seeing just 50-odd feet from the sands of Waikiki Beach was an order-writing session that didn't last an hour, yet ran about 60% ahead of the same session last year in Puerto Rico. According to C. J. Gibson, Jr., if the Hawaii sales convention continues to produce at this rate, Gibson will take 7,000 people to Panama City next year.

Gibson knows its way around such affairs as these. The big luau-cumfiesta was just a wind-up to four days of first-cabin treatment in infinite detail—extending all the way to special messages inside the

fortune cookies served at a Japanese teahouse.

Starting with a 10-hour flight on Pan American 707's that spanned 5,000 miles, things happened smoothly, gently, with hardly even a touch on a dealer elbow to keep him headed straight. It was possible for the Gibson tourist to get off the plane at Honolulu, see downtown Honolulu and Iolani Palace, check into the hotel, unpack, and get into either the ocean or the pool in just 90 minutes.

"This place grows on you" remarked a dealer some 36 hours after he arrived, reflecting the general feeling of the Gibson guests. Hotels in Hawaii are, on the surface, simple and certainly unpretentious. They do not reach out and knock your eye out at first glance. But it is all there—service, food, atmosphere.

And it worked on this occasion to put dealers and their wives—over a third of the guests were women—in a buy-Gibson mood. This was the first tour, and the Gibson crew was tense and tough. But the tension all went with a rush when the dealers stood up to buy.

Gibson is gleeful in Hawaii this week—and with reason.



### All Set For A Fedders' Holiday

**PLANNING A FLIGHT** to the Grand Bahama Club in the Bahamas, E. M. Becker, national sales manager of the Fedders Corp., and Broadway star Lilo await take-off last week. She is one of the entertainers whom Fedders air conditioning dealers saw during their stay at the island resort. Nelson Eddy was another.

## Where Were The Big Boys?

**Only a few of the giants held down booths at New York's Electra City last week. But that didn't keep people away**

Although there was a dearth of big names among the 54 exhibitors at the first annual show—G-E, Hotpoint, Sunbeam and Dormeyer were a few of the ones there—there were plenty of visitors. Twenty-seven thousand thronged through the less-than-a-floor exhibit during the first two days of the show's nine-day stand at the Coliseum. Show producer Harold Meyer predicted another 170,000 would pass through the gates before closing Sept. 18.

(Meyers' prediction was made in spite of Hurricane Donna, which whipped its way through Manhattan last Monday, dampening more than the spirits of the few brave showgoers who ventured forth.)

A consumer show from one end to the other, Electra City lived up to its billings as an all-electric "push-button world," if not its toutings as an "electrified, electrossal electrorama." Theme of the show was "try before you buy." And consumers had a chance to paw over, push buttons on and be pummeled by electric products ranging from vibrator belts to a personal steam bath to a home espresso maker to G-E's new console with reverb.

One of the big traffic-pullers was the "Electric Epicure's Kitchen," where Poppy Cannon, cookbook authoress and lecturer, regaled her audiences of Bronx housewives with tales of how to make a souffle without squashing it. ("Use an electric rotisserie.")

Across the way a bevy of six-to-16-year-old Girls Clubs of America members showed off their house-keeping skills—on electrical appliances, of course.

## REGIONAL ROUND-UP:

What will the fall bring? That's question bothering hard-pressed appliance-TV dealers across the country after a pretty rough summer.

### MIDWEST . . . ST. PAUL, MINN.—

Appliance dealers in this half of the Twin Cities were holding their own, as fall days brought promise of an upturn in business.

Benike's TV and Appliances reported laundry and refrigerators were moving well, though it had staged no special promotions for those products. As for the future, a spokesman shook his head, "Wish we knew what to expect."

At McGowan's TV and Appliances, business was normal, with no splurges. July was better than last year, a source said. And August was about equal with August, 1959. Best sellers: Brown goods. He said there were no real dogs, but gas ranges were moving slowest.

McGowan's fall plans bypassed any spectacular promotions. "Just steady advertising," the McGowan man said. "Smaller display ads. Not so many full-page splashes."

Also steering away from grandiose promotion plans was the Emporium Dept. Store, where appliance activity will be confined to a tie-in with G-E's trainload promotion.

Not that business has been bad, a spokesman went on. The last two or three weeks have been the best in several months, he said. TV—both portable and consoles—and stereo were the brown goods bright spots.

### WEST COAST . . . PORTLAND—

Better—but not brisk—was the appliance climate in Portland. Some dealers like Harold Kelley figured the August upturn to presage a good finish for the year. But others—like George Smith of Smith's Home Fur-

nishings, where appliance sales were off 25% from last year—didn't expect any big changes.

Customers were squeezing the dollar—and dealers' profit margins. One thing was selling, though: Used appliances.

Distributors reported lags in brown goods deliveries. And the biggest distributor gripe was dealer unwillingness to stock in depth. "When they sell the floor models," a spokesman at Lou Johnson Co. complained, "There's nothing to fall back on. Selective purchasing by the consumer is impossible."

Most outlets reported laundry equipment was moving well, but freezers and refrigerators, in spite of recent price drops, were off.

### SOUTHWEST . . . AUSTIN—A pick-

up in sales has left Austin dealers disappointed. "We're doing about as much volume as ever, but profits are nil," lamented Ben Lee Chote, co-owner of Austin Goodyear (Philco appliances). "There's nothing wrong with our product, but we're having to sell too cheap."

Bart Brown of Cabaniss-Brown reported refrigerators were moving well, after August showed a 40% drop below record sales of August, 1959. Biggest demand was for Westinghouse deluxe models, 14- to 16-cu.-ft. double-doors, selling for \$500 to \$650. Generally, though, appliance sales were disappointing. Brown attributed this to people's holding onto their money until they could see how the election and business would go.

Stereo sets in the \$70 to \$125 range were best sellers at Shopper's World, a discount house.

Also moving were clock radios.

Sears reported "very good" sales during the past three weeks for its refrigerators and freezers. Jack Carden, department manager, said most popular models were the Coldspot 12-cu.-ft. unit, regularly \$289.-95, sale-priced at \$248, and a 14-ft. regular \$329 box on special at \$280.

Business was off during the summer, but went up recently. "I don't know why," Carden shrugged.

### EAST . . . LONG ISLAND, N. Y.—

Long Island has been growing by leaps and bounds both in population and business establishments, but customers are scarce in some areas and dealers were saying that there may be too many sellers for the number of buyers. In Hempstead, Abraham & Straus and other shopping centers on the outskirts of town have hurt downtown dealers, who lack parking facilities. This competition and a slow season in general caused one dealer to say: "I'm tired of looking for reasons, I'm just mad." At Times Square Stores, Hempstead, which has a large credit business to carry it along, it was about the same as last year, with leader merchandise doing the bulk of the moving for the past month. A spokesman said: "There's already enough stores for a coming population rise. The trend is up for the big boys, down for the little." Masters is moving into the downtown area, and may help sagging traffic.

In Freeport, the doldrums hadn't set in as hard, and the big discounters weren't bothering the smaller dealers as much.

It was the end of a slow white goods season, with customers shopping hard and buying slowly. Washers and freezers in particular have been unusually slow. But buying, though spotty this month, was beginning to pick up, as much as 30% over last month, according to Mel Schindel, manager of Vim in Freeport.

Brown goods were fairly steady, and television was way up with portables making up 50% of the sales and getting better, an unusual situation in this large home building area, where furniture is usually a big selling point. "People aren't buying TV for furniture anymore," says Irving Goldstein, manager of Friendly Frost. "But cabinets are selling stereo. It's the first thing they look for." Inquiries on stereo have been picking up recently, and Goldstein predicted: "Within three years every home will have a stereo, just like TV sets now. And in the living room." The 23-inch console was beginning to move. "We have a winner there," said Jack Weinstein, assistant manager of Friendly Frost.

Used TV sales were practically dead, with only the lowest ends selling. And color TV was moving slowly, although one dealer at least, Milton Froehlich, co-owner of Royal Appliance City, said it was good and getting better.

Electronic organs were big in this area and growing steadily. Parents were waiting until the kids come home from summer camp to buy, and these next months will show an increase, according to Julius Bass, vice president of Jack Kahn Music.

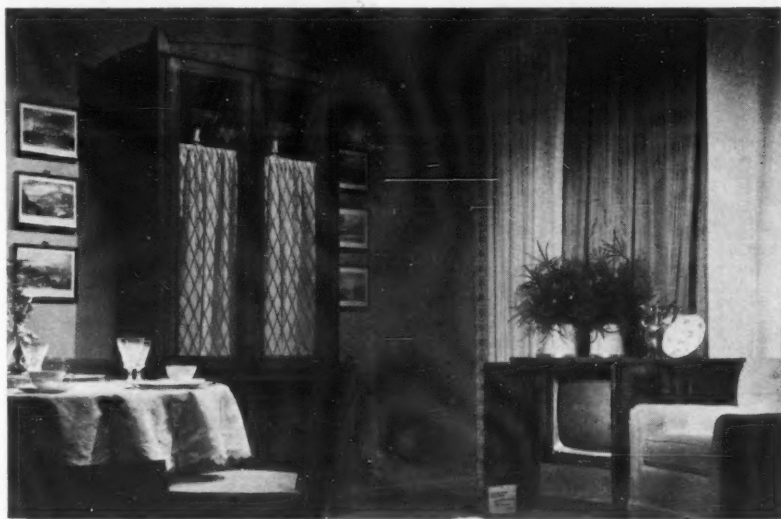
## INDUSTRY MEMO

● Zenith Sales Corp. is shooting for autumn sales in a big way. Its September-October ad budget for daily newspapers is 100% higher than last fall's budget.

● Whirlpool is making it easy for nearly 14,000 of its employees to contribute to their political parties. The company is sending contribution forms to employees' homes. Collection boxes are in plants, offices.

● If you're planning your fall ad campaign, the Radio Advertising Bureau, Inc., suggests taking a long hard look at daytime radio spots. Statistics compiled for RAB show that during any hour between 6 a.m. and 6 p.m. more adults listen to radio than watch TV. Another point in favor of daytime radio: Daytime is buying time.

● Looking for a gift for the gal who has everything? Macy's in New York has a chrome-plated jeweled Lewyt vacuum cleaner. Price: Depends whether you want costume or real jewels.



### Motorola Joins Home Furnishings Program

HOUSED IN CABINETS BY DREXEL, Motorola television and stereo hi-fi units are shown as part of the Palazzo coordinated home furnishings designs being exhibited in stores in 150 cities across the country. The company said it was the first time an electronics manufacturer has participated in such a coordinated home furnishings program. Macy's, in cooperation with 15 home furnishings manufacturers, set up the program. The window above is one of 46 used to introduce the Palazzo groupings. The theme of the groupings is "classic elegance," and Motorola's participation shows the importance of furniture in TV-stereo sales.

## THIS WEEK'S COLOR TV

### MONDAY (All Times E.D.T.)

11 A.M. (NBC) The Price Is Right (Monday-Friday)  
12:30 P.M. (NBC) It Could Be You (Monday-Friday)  
11:15 P.M. (NBC) Jack Paar (Monday-Thursday)

### TUESDAY

10:30 A.M. (NBC) Play Your Hunch

### WEDNESDAY

8:30 P.M. (NBC) The Price Is Right

### THURSDAY

9:30 P.M. (NBC) Tenn. Ernie Ford

### FRIDAY

9:30 P.M. (NBC) Masquerade Party  
10 P.M. (NBC) Moment of Fear

### SATURDAY

10 A.M. (NBC) Howdy Doody  
10:30 A.M. (NBC) Ruff & Reddy  
7:30 P.M. (NBC) Bonanza

### SUNDAY

6 P.M. (NBC) Meet The Press  
7 P.M. (NBC) Shirley Temple  
9 P.M. (NBC) Chevy Mystery Show



**WHY SYLVANIA KNOWS HOW TO READ BACKWARDS** — It takes retail experience to learn how to read backwards. You have to spend plenty of time on the floor—looking at the name on the window from the inside out. And our marketing executives at Sylvania have spent years at the retail level, learning the whole business backwards and forwards. That's why every product we make is planned from the dealer's point of view — with features that are visibly different, easy to demonstrate on the floor. Result: last year dealers sold more Sylvania TV, stereo hi-fi and radios than ever before. And so far in '60, they're doing even better. Sylvania Home Electronics Corp., Batavia, N. Y.

Call your Sylvania distributor today.

*The name you can bank on in TV, stereo high fidelity and radio*

# SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**





### New LFC Trademark

**FOUR-WAY SPLIT GLOBE** will now identify Universal electrical housewares manufactured by Landers, Frary & Clark. It replaces an oblong globe with the initials LFC and the name Universal under it. New trademark gives emphasis to the Universal name, brand identification.

## LETTERS

EM Week welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

### Schooling In Canada

#### EDITOR, EM WEEK:

We have been reading your magazine for a number of years now and find it most helpful to our retail business.

We have noted the number of classes that NARDA and different organizations hold for the dealer. Could you please send us information on the times and places of these schools? Also the closest ones

to Alberta . . . northwestern United States would be best. We seem to read about them after they are over and wonder if we could get advance information and also if the classes are restricted to a certain number and if it is difficult to get enrolled.

There seems to be very little help the dealer can obtain in Canada and we would be most pleased with any information you could send us, as to the best schools, etc.

Thank you, and we shall continue to read and enjoy Electrical Merchandising Week.

**D. A. WIGHT, MANAGER  
NORTH HILL ELECTRICAL  
CO. LTD.  
CALGARY, ALBERTA,  
CANADA**

We are sending Mr. Wight the information he requested.

**"When you put in the  
Payroll Savings Plan . . .  
How did it affect company  
stock purchases by  
your employees?"**

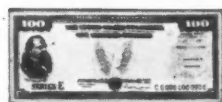


"Not a bit, Al! You see, quite a number of our people had never made any investment of any kind through regular deductions. When we put in the Payroll Savings Plan for U.S. Savings Bonds we gave many of them a brand new idea. Automatic saving!

"Our State Savings Bonds Director did a grand job of cooperating with us. He helped us organize a company-wide campaign that reached every man and woman on our payroll. It was explained to each employee—*personally*—that with just one signature on a card he could arrange to buy the new 3¾% Savings Bonds, *regularly*. We got a splendid response, and we found that our Company stock purchases increased, too!"

Leading American companies in every one of our 50 states find that substantial employee participation in the Payroll Savings Plan is a sound builder of esprit de corps. People like to feel that they *belong*—to their company group and to the group of millions of patriotic Americans who are contributing to our Nation's Peace Power. Contact your State Savings Bonds Director for prompt, understanding help in spreading Payroll Savings information, person-to-person.

**NOW! U. S. SAVINGS BONDS EARN 3¾%**



THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.

**ELECTRICAL  
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VOL. 92 NO. 38

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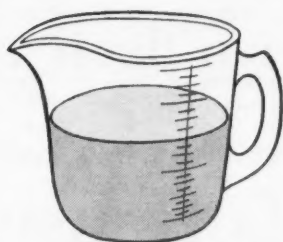
SELL  
THE  
ONLY  
WASHER  
WITH  
THESE

# BIG DIFFERENCES

## WESTINGHOUSE LAUNDROMAT<sup>®</sup> AUTOMATIC WASHER



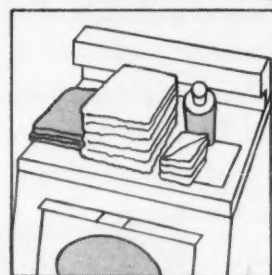
**MORE WASHING POWER**  
for cleaner clothes! The exclusive Westinghouse Washing Action lifts and dips, tumbles and plunges the clothes 50 times a minute in hot, sudsy water. The same washing action then gives them two deep rinses in clear, fresh water.



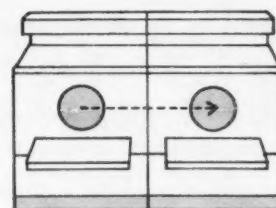
**SAVES 1/2 ON DETERGENT!**  
Uses less water and bleach, too! Detergent manufacturers say it right on the box... "Use only one-half as much." Westinghouse Washing Action saves up to 10 gallons of water per load, requires far less bleach.



**EXCLUSIVE WEIGHING DOOR** helps save even more detergent, water, and bleach on less than full loads. All the homemaker does is place clothes on door... size of load is shown on Suds 'N' Water Saver Indicator. No waste of water or detergent.



**ONLY UNBROKEN WORK SURFACE** on an automatic washer! The Laundromat washer! So top of washer is a permanent, solid work area. Only Westinghouse gives the homemaker this extra, usable space... and does she appreciate it!



**EASIEST TO LOAD AND UNLOAD!** Just toss the clothes in. No need to spread 'em around to avoid washer "shimmy." To unload is an easy swing from Laundromat to matching dryer.

Westinghouse Electric Corporation  
Major Appliance Div., Mansfield, Ohio

**EASIER FRONT SERVICING**—The control panel lifts off without disturbing pushbuttons or knobs. Front panel is removable. Bottom panel also removes to permit front servicing of pump.

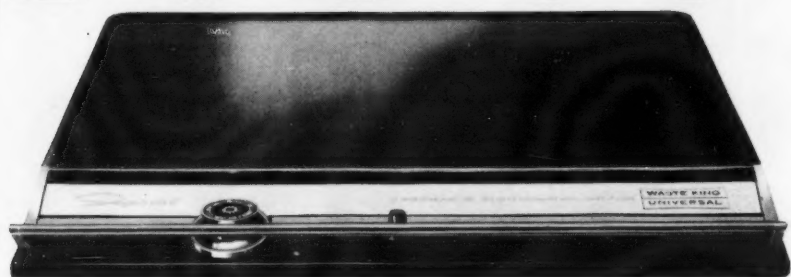
**NO COSTLY BREAKDOWNS** to irritate customers. It uses belt and pulley mechanism; no chance of \$75-\$90 transmission repairs as in belt and gear systems of other automatics.

Because of these Big Differences, Westinghouse offers the guarantee **CLEANER CLOTHES OR YOUR MONEY BACK** with its new 1961 Laundromat line. You can be sure... if it's Westinghouse.

Westinghouse

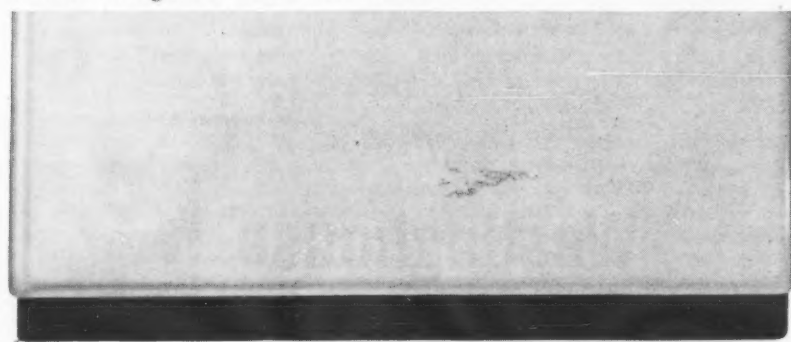


# NEW



Here's simply the best dishwasher ever made. The new WASTE KING UNIVERSAL PORTABLE holds more dishes, gets them cleaner than *any* other dishwasher. New exclusive "Z-ARM" split-level washing action makes the big difference. "Z-ARM" sends hundreds of detergent-activated jets to soak, scrub, scour and double-rinse *everything* in the polyvinyl tub. Dishes and pots and pans can be placed anywhere, on top or bottom racks. A self-cleaning filter system removes food particles and keeps clean water circulating. It rolls easily to the sink...connects swiftly to any style faucet. This adds up to the easiest dishwashing ever. Customers will expect the Waste King Universal Portable to cost more. It does. It's worth more. And, it will produce more profit for you. For important promotion news and other details about this new product, call or wire collect or write to the WASTE KING CORPORATION...Los Angeles 58, California.

**WASTE KING  
UNIVERSAL**



## Getting A Line On The Models

AT LEAST ONE LAWN BOY SALESMAN seems interested in the 1961 line of garden care equipment demonstrated by a comely line of models at the company convention in Waukegan, Ill. The others apparently have inspected the machinery and find the demonstrators are even more interesting.

## 'You Can't Change A Leopard's Spots'

... but we're hoping that time will make them fade a little," was the consensus of manufacturers commenting on Roto Broil's plans to introduce a "revolutionary new electronic broiler" at \$89.95

The news (EM Week, Sept. 12) stimulated memories of mid-50's when "was-is" competition forced a couple of manufacturers out of business and shattered the marketing structure of the entire industry.

It's not competition that has the manufacturers worrying. Most of them echo the feelings of M. M. Masterpool at G-E. "True competition," he said, "is good for any industry and, if properly controlled, will foster growth." But memories of what can happen when things get out of control are still vivid in the minds of broiler manufacturers.

"The market has just begun to show signs of normal growth," said William Litner, vice president of International Appliance Corp. "And it's a healthy growth," he continued, "because it's slow and steady. The market must be grounded on firmer stuff than was-is competition if it is to survive."

Despite industry criticism of "was-is," price competition based on "manufacturers' list prices" was still much in evidence in the broiler

business last week. Macy's in New York blared it was offering 16% to 45% off. Some sample prices and their lists:

G-E portable broiler, \$24.95-\$19.98; G-E rotisserie oven, \$54.95-\$39.86; Broil King rotisserie-broiler, \$39.95-\$29.95; Broil King broiler, \$29.95-\$19.94; Fleck deluxe broiler, \$44.95-\$34.88; Fleck barbecue broiler, \$32.95-\$25.88; Crown broiler, \$19.95-\$13.88; Crown rotisserie broiler, \$49.95-\$39.94; Black Angus Malibu rotisserie, \$99.95-\$57.86; Black Angus Monte Carlo rotisserie, \$89.95-\$46.89; Roto Broil Electra rotisserie, \$59.95-\$49.95; Roto Broil Golden Riviera rotisserie, \$59.95-\$34.89.

In spite of the general wait-and-see (and hope) attitude that they've embraced, broiler manufacturers are skeptical about Roto Broil's ability to produce a broiler with the "speed and efficiency of electronic cooking" for anything near \$89.95.

"Not even the Japanese could produce an electronic broiler at the price that they're talking," thumped a broiler executive.

## 'Sell' Is Houseware Key

It's not too often that you hear of a department store spending \$85,000 for two weeks of newspaper advertising to promote a single department of its operation. But that's just what Adam, Meldrum & Anderson spent to promote its 10th annual housewares show in Buffalo, N. Y., store.

"A lot of people think that this kind of promotion has had its day," said Ken Winfield, AMA buyer. "But in this business, you've got to promote if you want to survive, and this kind of promotion has been successful for the past nine years.

"It's more than just a housewares promotion, anyway," he continued.

"It's the kickoff for the entire fall selling season. Almost from the beginning of August, you can hear people from every department asking each other when the show will begin. The enthusiasm it sparks lasts right through the Christmas season."

A cooking demonstration was the top puller at this year's show. It was jointly sponsored by AM&A, Sunbeam Corp. and the Niagara-Mohawk Power Corp.

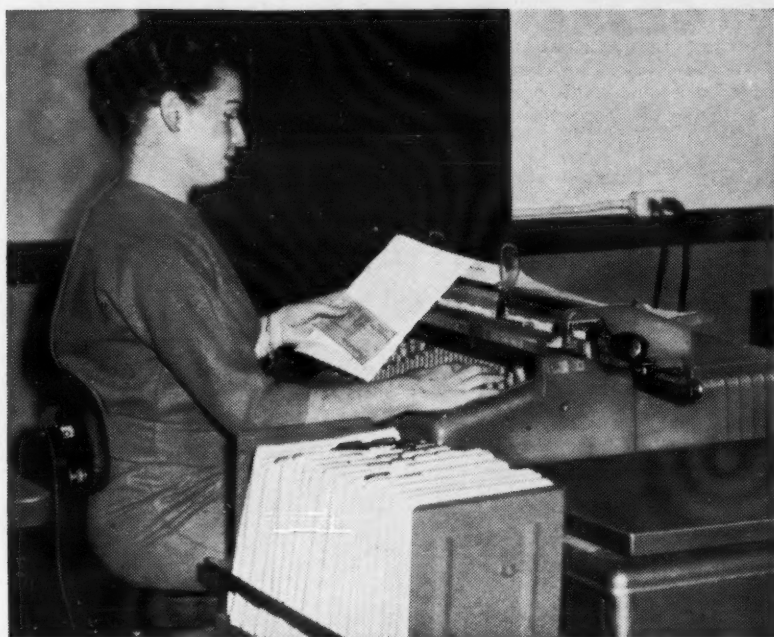
Sales were generally good throughout the entire department. But they were particularly high whenever manufacturer's representatives were on hand to give product demonstrations.



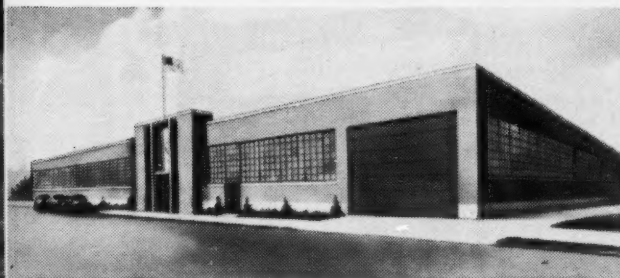
**CHARLES G. AUTH,**  
PRESIDENT of Auth  
Electric Co., Inc.



**NATIONALS** can easily handle  
a variety of accounting tasks.



**IN LESS THAN ONE YEAR,** this  
National System paid for itself.



**MODERN EXTERIOR** of  
Auth Electric Co., Inc.

"Our *National* Accounting System  
saves us **\$13,200 a year...**

pays for itself every 11 months!" —Auth Electric Co., Inc.  
Long Island, N.Y.

"We are most impressed with the money our National System saves us. But that's not all! Our two National Accounting Machines also give us efficient, systematic record keeping.

"To begin with, Nationals are fast. Their speed permits us to process accounts receivable, accounts payable, payroll, and government reports in a fraction of the time necessary under our former hand-written method. This speed means we can keep our records current at all times. Besides fast operation, it has eliminated former costly overtime, and

also provides new record keeping accuracy. With a National System, we do not have to worry about mental errors in addition or mistakes due to carelessness—both frequent problems under our old method.

"Our National Accounting System saves us \$13,200 a year, which means that it pays for itself in less than one year."

*Charles G. Auth*  
President, Auth Electric Co., Inc.

Your business, too, can benefit from the many time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return you a regular yearly profit. National's world-wide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)



\*TRADE MARK REG. U. S. PAT. OFF.

**National\***

ACCOUNTING MACHINES  
ADDING MACHINES • CASH REGISTERS  
ELECTRONIC DATA PROCESSING  
NCR PAPER (NO CARBON REQUIRED)

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**  
1039 OFFICES IN 121 COUNTRIES • 76 YEARS OF HELPING BUSINESS SAVE MONEY

# HITACHI

makes selling more profitable—  
listening more fun!



for baseball  
and football  
...the incredible  
**HITACHI**

slim-line 6-transistor  
shirt-pocket radio

Take it out to the ball game . . . or anywhere you roam! Slimmest of the slim, this finger-thin portable is a wonder in performance. Offers the fine tone quality and sensitivity of much larger sets. 6 life-time transistors plus thermistor and diode; powerful dynamic speaker. Operates indoors or outdoors on single battery. Beautiful plastic and metal case, only  $2\frac{3}{4} \times 4\frac{1}{16} \times 1\frac{1}{16}$ , in Beige, Coral, or Black. Gift boxed, with 2 leather carrying cases for radio, earphone, long-range antenna. Fully Guaranteed.



TH-627R  
**\$29<sup>95</sup>**



**HITACHI** sets the Standard for  
Value in the American Transistor Radio Market

Offers your customers the most for their money over any other nationally advertised quality radio.

Through The Sampson Company and 213 U. S. distributing and servicing points, local Hitachi dealers are assured dependable service and promotional support.



The complete  
Hitachi line offers  
full dealer markup—  
even at its  
lowest list price.



TH-667  
6-Transistor  
Portable  
\$39.95



TH-862  
8-Transistor  
Pocket Portable  
\$39.95



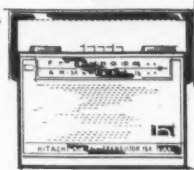
TH-627R  
6-Transistor  
Pocket Portable  
\$29.95



WH-822SW • WH-822MB  
Short Wave-AM  
Marine Band-AM  
8-Transistor Portables  
\$59.95



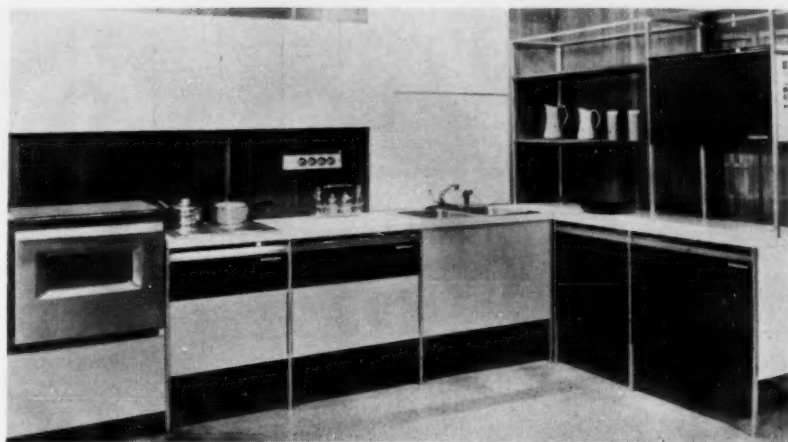
WH-761SW • WH-761MB  
Short Wave-AM  
Marine Band-AM  
7-Transistor Portables  
\$49.95



XH-1500 FM-AM  
15-Transistor  
Portable  
\$139.95

Contact the Hitachi distributor nearest you today, or write

**THE SAMPSON COMPANY** (Established 1921) ELECTRONICS DIVISION  
2244 SOUTH WESTERN AVENUE, CHICAGO 8, ILLINOIS



OVERALL VIEW SHOWS easy-to-clean lines of experimental kitchen.

## Future's Kitchen By Westinghouse

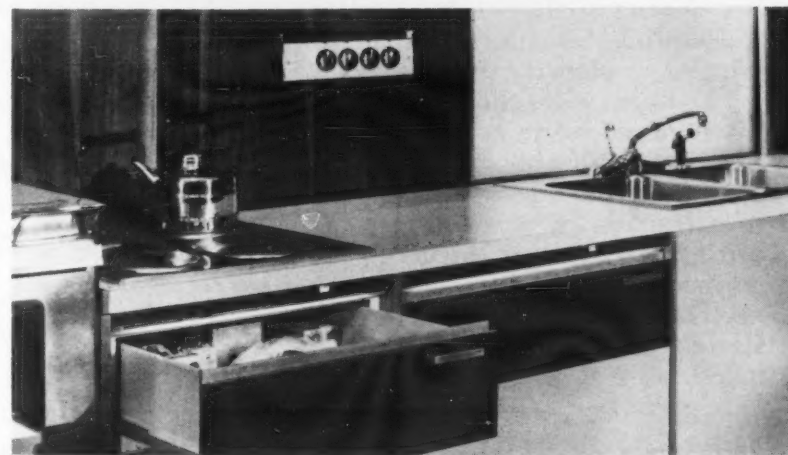
Unusual features of the Westinghouse experimental kitchen of the future, now on tour, are below the surface. Left to right, above: combo electric-electronic oven; refrigerated drawers, solid cooking surfaces instead of conventional surface

burners; dishwashing by super-sonic waves; "cold cabinets," instead of refrigerator-freezer.

Dishwasher (below) uses no detergent or water, cleans dishes with sound. Thermoelectricity provides refrigeration.



IT LOOKS CONVENTIONAL, but washes dishes with sound waves.



THERMOELECTRICITY in drawers bring frozen foods near the range.



**"Amana"®...top name in the industry today," says Brand Name Retailer of the Year, Maurice Cohen.**



*The people who make Lechmere go:* Norman Cohen, John Zucco, Al Cibley, Phil Cohen, Maurice Cohen, Abraham Cohen

"Amana, in our opinion, is one of the top names in the industry today. It is not only a profitable line to merchandise, but a prestige line, as well.

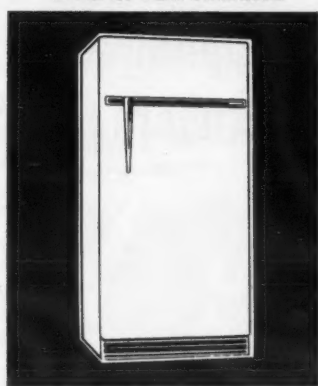
"Our chief concern is *consumer satisfaction* after sale. This means we do not sell our customers; we help them buy. Our record of high percentage in 'top-of-the-line' sales means that Amana is particularly suited to us. Amana has the features to attract the customer and the quality to assure continued satisfaction. There is profit and satisfaction in handling a quality line such as Amana."

Take a tip from America's top retailer — display, promote and *sell* the Amana line. Make it one of the important ingredients in *your* success formula!



## LOOK AT THIS YEAR'S BIG SELLERS!

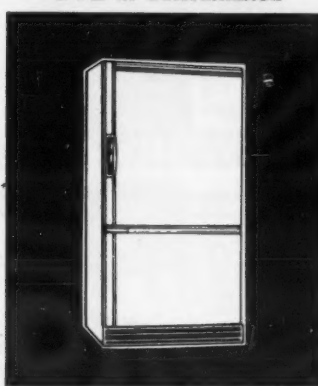
### BIG IN PERFORMANCE



#### AMANA STOR-MOR FREEZER

Guaranteed to outperform all others, keep foods fresher, safer, longer . . . Available in 3 value packed models.

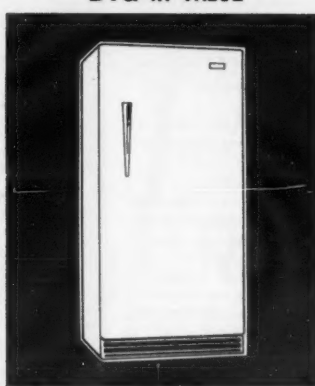
### BIG IN CONVENIENCE



#### AMANA FREE-O'-FROST FREEZER-PLUS-REFRIGERATOR

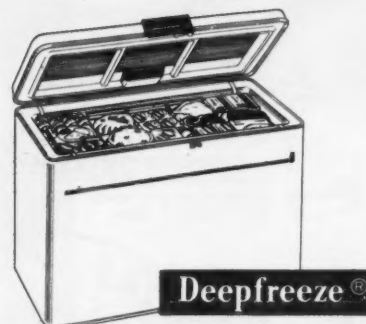
Does more than any refrigerator ever could do before . . . or can do now . . . Sizes to meet every market requirement.

### BIG IN VALUE



#### AMANA DELUXE FREEZER

Loaded with features, loaded with value—and priced to appeal to a big broad market . . . Available in 3 pace setting models.



#### HOME FREEZER

The one, the only—made only by Amana . . . now, the lowest cost per cubic ft. ever . . . Three models to suit every requirement.

**Amana**®, specialist in the field of home refrigeration products produces a line of quality Room Air Conditioners—21 models to meet the need of every home and every climate.

For entire home all season comfort, Amana manufactures a complete line of top-rated Central System Air Conditioners and Heat Pumps. Available in capacities ranging from 2 to 5 H. P.

**FOR COMPLETE INFORMATION on this profit and prestige line—see your Amana distributor,**

**OR WRITE:  
AMANA REFRIGERATION, INC.  
AMANA 16, IOWA**

## PEOPLE in the NEWS



Hibshman  
of Stromberg

**General Electric**—John F. McBride was named marketing manager of the household refrigerator department. He replaces James J. Slattery who has become manager of consumer research for home refrigeration.

John J. Calahan has been ap-

pointed manager-merchandising and sales for the radio receiver department. He was district representative Milwaukee. Calahan replaces N. R. Huey, who is on special assignment for the department.

**Ekco Products Co.**—Robert J. Jacobs

has been named general sales manager for the national accounts division and William Oberhardt was appointed field sales manager for the division. Jacobs was national field sales manager for the Ekco-Autotype division. Oberhardt had been specializing in national accounts.

**Landers, Frary & Clark**—George Meshes, Jr. was appointed Chicago district manager for Universal electric housewares and Handy Hannah products. He was coordinator in Chicago for retail sales of the Dormeyer Corp.

**Stromberg-Carlson**—Howard W. Hibshman was named sales manager of consumer products. He formerly was national manager for market development for Magnavox.

**Philco**—Walter H. Eichelberger, Jr. was named merchandise manager of the radio and high fidelity department. He succeeds Leonard Gross who resigned. Eichelberger formerly was sales manager of Philco's associate distributor group.

**Norge**—Stuart D. Zent was named national sales manager for automatic washers.



Jacobs  
of Ekco



Calahan  
of G-E

only with **Arvin** you can

**sell big exclusive features**



**EXCLUSIVE!**  
Instant heating **WIDE ELEMENTS** far hotter than ordinary, and a far longer life!



**EXCLUSIVE!**  
Positive-action **SAFETY SHUT-OFF** COMPLETELY INSIDE lets heater operate on uneven surfaces!



**EXCLUSIVE!**  
Permanently bright **CHROMED STEEL HEAT REFLECTORS** ... not aluminum that dulls!



**EXCLUSIVE!**  
Always-cool **DOUBLE SHELL CABINET** safe to touch, unlike hot, ordinary single shell!



**EXCLUSIVE!**  
True-performance **THERMOSTAT** located and vented to react to room temperature—not heater's.



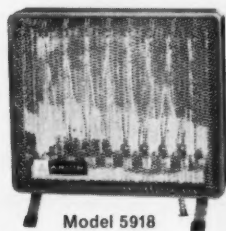
**EXCLUSIVE!**  
Extra-stable **WIDE BASE** greater resistance to tipping than "small stand" types!



**EXCLUSIVE!**  
Completely finished **COLOR-COATED** INSIDE AND OUT protected over-all, not painted "outside only"!

only with **Arvin** you can

**BUY 12  
get the  
top seller  
free!**



Model 5918

No other heater line gives you this **BIG BONUS** for buying early: the **top selling heater** in the Arvin line is yours **free** for every\* twelve heaters you buy for shipment on or before September 30, 1960 ... and there's **no limit** on the amount of heaters you can buy to earn the "early buy" bonus for each dozen! Here's your chance to increase profits with a **proven best seller at no cost**, while you get set for more sales with the most feature-packed line in the industry! \*Model 10H07 not included

**SPECIAL!** Also ask about Arvin's tremendous new dating program for those who qualify!

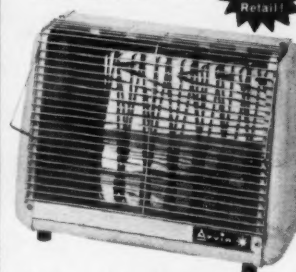
**Arvin National Advertising is Pre-Selling Your Prospects Now!** Big, colorful ads in leading national magazines are reaching millions of prospects with the big features of Arvin Portable Electric Heaters. Order soon and cash in on the sales end of this big campaign!



only **Arvin** gives you

**THE  
greatest  
traffic  
puller**

NEW! INSTANT HEAT



Only  
**\$9.95**  
Retail!

Here's your big fall sale leader! Features beyond comparison at the price: instant-heat "ribbon" element; chrome reflector; safety-front grille; carrying handle; rubber feet. Fully discounted for full profit! Model 10H07, ret. \$9.95\*—not in the "Early Buy" bonus offer, but at this low price you can't miss!

**Dual Heat Elements!**

Exclusive wide instant-heat "ribbons" team up with heavy coil elements. Fan forced at 80 c.f.m. New internal safety-shutoff switch. Thermostat. Model 30H04, ret. \$26.95\*.

**Speed and Safety!**

Arvin's new instant-heating wide "ribbon" elements and internal safety shut-off switch! Fan forced at 52 c.f.m. Thermostat. Model 30H03, ret. \$19.95\*



**Only with **Arvin** you can sell  
more portable electric heaters**

Ride the rise in portable electric heater sales with the **big** advantages you get only with Arvin. Act today! Call your Arvin Distributor or Arvin Heater Sales Dept. in Columbus, Indiana.



3 Heat  
Ranges!  
\$539.1  
ret. \$39.95\*



Thermostat  
control!  
20H01  
ret. \$14.95\*



240 volts,  
too! 949  
ret. \$49.95\*

See the complete Arvin line at Arvin's Sales Offices in New York and Chicago: Space 612, 1150 Broadway, New York; Spaces 501-2, American Furniture Mart, Chicago.

**Arvin**  
ARVIN INDUSTRIES, INC.  
Consumer Products Division  
COLUMBUS, INDIANA

\*Slightly higher far west

## Wesley M. Angle Dies; Was Stromberg Head

Wesley M. Angle, president of Stromberg-Carlson Co., from 1934 to 1945, died unexpectedly at his summer home in Kennebunk, Me., Sept. 3 at the age of 77.

He joined the company as a cable machine operator in 1903 after graduation from Harvard. He served as chairman of the board, 1945-1949, then as honorary chairman. When Stromberg was merged into General Dynamics Corp. in 1955, Angle became a director of the parent company.

A native of Rochester, N. Y., home of Stromberg-Carlson, Angle was active in civic affairs.

**There are  
plus profits  
in Paragon  
appliance  
timers**



Write:

**PARAGON  
ELECTRIC COMPANY**

1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON

# HERE'S THE ALL-NEW *Sunbeam* FLOOR CARE SENSATION

*the hottest, traffic building, volume building  
floor care money-maker in America*

ALL NEW

## *Sunbeam* ALL PURPOSE/TWIN BRUSH RUG CLEANER AND FLOOR CONDITIONER

*Sunbeam*  
QUALITY  
FLOOR  
CARE  
only

**\$29<sup>95</sup>.**

INCLUDES ALL THESE SUNBEAM VALUE ACCESSORIES



2 NYLON  
SCRUBBING  
PADS



2 REVERSIBLE  
BUFFING  
PADS



2 RUG CLEANING  
—POLISHING  
BRUSHES



ADJUSTABLE  
RUG CLEANING  
ATTACHMENT

\* Recommended  
retail price  
Dispenser  
optional extra



SCRUBS

BUFFS

POLISHES

WAXES

CLEANS  
RUGS

**EXTRA MONEY MAKER!**



ONLY *Sunbeam* OFFERS  
AMERICA'S MOST COMPLETE  
FLOOR CARE CENTER  
**FREE!** ★

Two of America's greatest  
merchandising names Sunbeam and  
Johnson's Wax offer a complete  
floor care center for your customers.  
You become professional floor care  
counselor. Profitable add-on Johnson's  
Floor care products. Profitable,  
traffic-building repeat business.

★ For details see your Sunbeam Floor Care Distributor

ALL-NEW MONEY-MAKING STEP-UP  
SENSATION!

DELUXE

## *Sunbeam* AUTOMATIC RUG CLEANER AND FLOOR CONDITIONER

Complete floor care unit, Deluxe in every detail! including



2 HEAVY-DUTY  
SCRUBBING  
BRUSHES



2 LONG-LIFE  
POLISHING  
BRUSHES



2 SPECIAL  
RUG CLEANING  
BRUSHES



LAMB'S WOOL  
BUFFING  
PADS

PLUS! ADJUSTABLE RUG  
CLEANING ATTACHMENT



**CONTACT YOUR *Sunbeam* FLOOR CARE DISTRIBUTOR NOW!**

SUNBEAM CORPORATION, FLOOR CARE DIVISION • Dept. 278 • 5600 Roosevelt Road, Chicago 50, Illinois

Sunbeam quality and value  
will outsell all others

A DEALER SALESMAN *says*

## 'Don't Be Fooled By A Glib Phony'

The longer you are in this business, the easier it gets to smell a rat. Experience should teach you to sift out the bad check passers or the potential skips from the pack. If you develop your instinct for the phony, you will be saved much embarrassment. If you don't, some day you will be sorry.

A man without a pen proved this point to me the other day. This

geezer strides into the store and with a show of impatience asks to see an eight-transistor radio. I have a six which is very nice and also on which I am overloaded. He barely lets me open my mouth before he says he will take it. Then he asks me for an Excello toaster. I say I do not carry it, but have the Charcrust. He says O. K., wrap it up with the radio. I start writing up the bill for \$49.80. He casually asks me for my

pen. My ears stiffen at this slightly odd request. I see that he is holding a yellow slip of paper, a payroll check for \$75. I halt right then and there. This guy doesn't smell right. I put my finger on it. He has been too ready to take anything I want to sell him. I turn down the check. He gets most indignant. He pulls out a drivers license, a social security card. I stand firm—I will not give him the merchandise and \$25 change for his check.

He stalks out in a rage muttering that he will do his business elsewhere. I do not know where he takes it. All I do know is that two days later, all the stores on our street received a bulletin from the police. It warns us to watch out for a bum check-passer who looks just like my friend. I see a moral in this.

Beware of the easy sale who offers you a check on cash and carry.

I know of a guy who was too hungry for a big profit and did not heed this lesson. He operates a small shop. He makes his living on service and to him a sale is so much gravy. Two teen-agers walk into his place and ask to see a low price hi-fi console. He shows them one for \$130. They say O. K., they will take it with them as they need it for a party that night. One of the teens reaches into his pocket and pulls out a tax refund check for \$150. Of course, the dealer is skeptical. The kid tells him his father gave it to him for his birthday and shows the endorsement. The dealer's hunger for the big killing on the deal overpowers him. He figures he is netting \$60 on a low-cost item. He gives the kids the set and \$20 change. Four days later, the check returns along with a detective. Payment has been stopped. Why? Because the check was stolen from a mail box by the teens. The deal costs my friend 90 bucks (the cost of the set plus the change).

A bad credit risk may not be as financially disastrous as a bad check-passer, but you can still save yourself lost commissions, wasted time, and hours spent off the floor making collections if you learn to spot them in advance. These characters who shop for credit usually give themselves away.

Firstly, the N. G. credit prospect also does not give you a tussle on price. Why should he when he will pay any price as long as he can get his credit passed. The other day a lady comes in for a washer. She asks to see the cheapest one. I show her a model for \$169. Her only question is can terms be arranged. I say, "Why not?" All of a sudden she wants to see the best washer. I show her one and tell her it costs \$299. All she says is, "I'll take it"—nothing else—not how does it work—nothing. You can guess the rest. Every bank I try turns her down.

Bad credit risks also are liable to press you for quick delivery. One busy afternoon, a young couple, strolls into the store, arm in arm. They look promising, so I drop the customer I am with and go over to them. She is the typical sweet young June bride; his fuzzy cheeks are aglow with the gleam of innocence. They tell me they are just married and have their apartment completely fixed up except for a TV which they naturally would like as soon as possible. I tell them to pick out a set and I will take care of everything. For an hour, I show them set after set until they finally settle for a 23-inch lowboy. They ask for time payments, so I work out the terms. The hubby takes out 50 bucks as down payment and I start to write up the order. I mention delivery will be in a couple of days as soon as credit clears. Suddenly the fellow gets tough with me. It is no good, they must have delivery that night as they are having the folks over for the first time. They threaten to cancel. Finally they agree to wait till the next afternoon. Their credit info looks good. He is three years on the job; she two years. I phone it into the bank the next morning for a quick O. K. In an hour the bank phones me back with a turndown—he has not worked for a year and she has a legal against her by a department store.

# BONANZA!



The wraps are off what promises to be the most profitable,  
best selling tape recorder in the low price field

### The New Tempo by Pentron

Model GR-15

The superior performance and quality of this new tape recorder speaks for itself. For only \$119.95, sell performance and features normally found only in tape recorders in the \$200.00 price range. This is a real Bonanza! You get more to sell, you make more money, and your customers get more tape recorder for their money.

Look what you have to sell: Unilever Control, the most

dependable tape recorder mechanism ever; a 6" PM Alnico-5 High Fidelity cone speaker, and a hand-wired, transformer-powered, "humless" AC amplifier; holds 5" or 7" reel; plays at either 3 1/2" or 7 1/2" speeds; a whisper-quiet, 4-pole motor for smoothest operation; a Nortronics Record/Play head that plays back 1/4-track, 2-track or 4-track stereo tapes (in stereo version) without having to be manually adjusted. It's a real Bonanza of profit and value. Find out today.

## PENTRON

PENTRON SALES CO., INC.

Subsidiary of Pentron Electronics Corporation, 779 South Tripp Avenue, Chicago 24, Illinois  
Exclusive Distributor Franchises available. Write for details.



The Pentronaire Purifier is brand new and profitable, too...be sure to see it

# ANNOUNCING NEW "active" **all** FROM LEVER BROTHERS

# 1

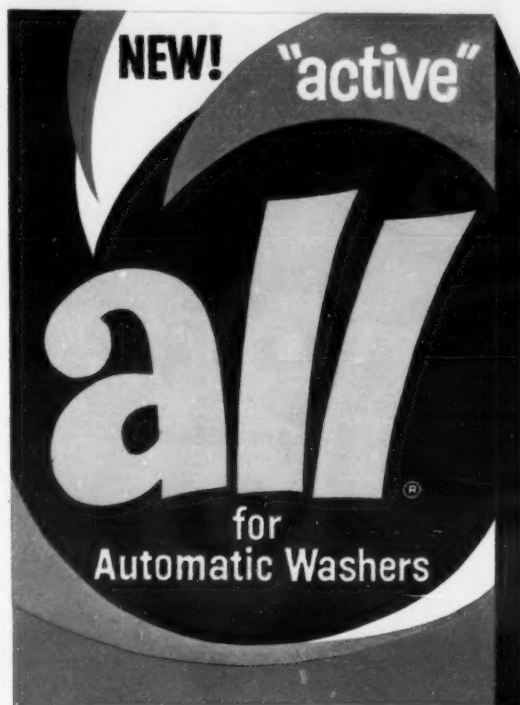
New  
active **all**  
with  
terrific  
new  
cleaning  
power!

• **New "Active" ingredients** plus Controlled Suds give greater cleaning power. Safe for all fabrics, all machine cycles.

• **Famous Controlled Suds** guard against motor strain, messy over-sudsing. Cut down on warranty service calls, help protect customer good will.

• **New free-pouring granules** and faster solubility, due to spray-dried process. Whiter, and pleasantly scented, too!

• **New lower prices.**



# 2

A new  
**all**  
Washer plan  
to boost  
washer  
sales!

Offer a case of two 20-lb. cartons of "Active" **all** as premium or to swing a customer from a low-end to a high-profit model. Or split a case and halve your cost by offering ONE 20-lb. carton to clinch other sales. Order free "Big Supply" window trim.

Use the **all** 24-oz. packages as give-aways to build store traffic. Also use this size in washer demonstrations for best machine performance. Order free "Single Package" window trim.

As the Dealer Salesman's column says, in Electrical Merchandising Week:

*"Something for nothing is what they want! I learn it does not take an over-large gift... a free pair of rabbit ears can sell a three-hundred-buck TV, and a couple of boxes of detergent can often wrap up a washer sale."*

USE THIS HANDY ORDER BLANK!

**TERMS:**

1. **all** 24's—\$8.60 a case.
2. **all** 2's—\$8.50 a case.
3. Each less \$2.50 advertising allowance per case—deductible from invoice.
4. Minimum order—3 cases.
5. Ship freight prepaid—we will bill open account.
6. Not for resale—for promotional use only. Prices subject to change without notice.



LEVER BROTHERS, DEPT. NO. 558/16, 390 PARK AVENUE, NEW YORK 22, NEW YORK

Please ship me the following cases of New "Active" **all**, freight prepaid. Bill open account.

\_\_\_\_\_ Cases of **all** 24's. (Twenty-four 24-oz. packages per case.)

\_\_\_\_\_ Cases of **all** 2's. (Two 20-lb. cartons per case.)

- ☐ Free package mat.  
☐ "Single Package" window trim.  
☐ "Big Supply" window trim.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Signed: \_\_\_\_\_

# NEW RCA WHIRLPOOL 40" ELECTRIC RANGE

## Priced to move fast!



- ★ It's fully automatic!
- ★ It's loaded with features!
- ★ It's big for big families!
- ★ It's ready now for mass selling!

Ask your RCA WHIRLPOOL distributor



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



Join up!... it's easier to sell RCA WHIRLPOOL than sell against it!

At Benike's in St. Paul used merchandise means profits not problems. That's because the firm has developed a practical system for handling trade-ins. Among the innovations is a unique appraisal system under which...



## ... The Customer Writes Her Own Ticket

It costs more than it is worth to send a man out to the home to evaluate the trade-in, so Benike's lets the customer evaluate it for them.

"We have developed a two-part appraisal ticket which works out very well for us," says sales manager Clint Grove. "We have two different forms of this ticket—one for TV and one for appliances. The customer fills out the top half of the ticket. If it is an appliance he jots down whether the cabinet condition is excellent, good, or poor; whether it is in operating condition (if a washer whether the wringer is okay, no tub leakage, complete with cover). If it is a TV set, the same questions about cabinet condition and operating condition appear on the form, plus these four check points: (1) picture tube good (2) picture tube with booster (3) picture tube poor (4) set complete with knobs and back."

**The customer signs this form. A duplicate of the information, without a space for signature, appears just below—the two parts separated by perforations so that the ticket is easily detached.**

The bottom half goes in a file at Benike's. The top half is clipped to the delivery ticket for the new merchandise. The file containing tickets for "used merchandise to be received" is checked through almost every day. Thus the firm knows what merchandise it has coming in and there is no chance of a trade-in not being picked up.

The man making the delivery knows just what he is to bring in and makes a superficial check, i.e., cabinet condition, etc.

"People are basically honest," Grove maintains. "And, even though, in just discussing their trade-in they might tend to paint it in a more favorable light than facts would warrant, they are very apt to write the truth about the trade-in, especially when the statement is followed by their signature."

If some disagreement about the condition of the trade-in does result, Benike's has the customer's own statement of trade-in condition with which to confront him.

Only 12 to 15% of the trade-ins Benike's accepts each year have to be classified as junk; the rest are sold at a profit.

**When the trade-in arrives at the store, the file half of the ticket is destroyed and the information from the top half is copied off in a ledger.** By the time the trade-in becomes a rebuilt and is sold, the line in the ledger book will also contain all costs of reconditioning and the selling price, plus the name of the salesman who accepted the trade-in and the one making the sale.

At this point the service department takes over: a group of five outside men, doing installations and repair work in the home (and who are eligible for a \$2 bonus for a lead that results in a sale within 30 days); and five men in the shop who have a constant workload of overhauling the trade-in appliances.

**Complete overhauling, plus refinishing or polishing of the cabinet are considered essential.** "Appearance reconditioning, as well as mechanical, is a must in our operation," Grove emphasizes.

This means thorough cleaning. If cabinets are marred or discolored, they are spray painted. "We've experimented with spraying some in colors and found them very well accepted," says Grove. TV sets have cabinets polished or refinished, screens cleaned and polished. "By following a thorough reconditioning procedure we are able to guarantee our rebuilds," Grove notes. There are different guarantees, obviously, for different grades and qualities of rebuilds. As an example, if there is a new picture tube installed in a TV, along with the regular careful procedure of overhauling, the store will guarantee the tube for one year, tie in a guarantee on parts that runs 30 days, 60 days or 90 days. In some cases, the guarantee will be a 50-50 split with the customer on parts cost, etc.

**Used merchandise is a separate department at Benike's—special location in the store (on the**

balcony), special set of books—and store officials find that it works out best that way. "We don't always have as large an inventory as we'd like in rebuilt appliances," Grove says. "Due to complete reconditioning and the guarantee policy, our rebuilds are much in demand."

Occasionally there will be an oversupply of rebuilt TV sets, but this is not a problem, either. Grove regards these occasional stockpiles as a challenge. Some of his best promotional gimmicks have been directed toward diminishing an oversupply of TV sets and have ended up increasing total store volume. In mid-January, for instance, Benike's advertised a "TV Grab-Bag" and lined up 35 sets in the store and turned them all on. This wall-to-wall TV captured customers' interest and 30 sets were sold in two days.

Ordinarily, however, the reputation of Benike rebuilds provides a ready market—helped along by the incentive of extra commission percentage on used merchandise. Salesmen at Benike's are paid on a straight commission basis: they get 15% of the net profit on new appliances. But, on used merchandise, the percentage of commission goes up 25% of the selling price of the rebuilt. This 25% applies if (1) the item has been in stock over 60 days or (2) it is sold by the salesman who took it in as a trade-in. If a different salesman sells the rebuilt, then he receives 15% and the salesman who took it in gets 10%. If the item has been in stock more than 60 days, though, the salesman who makes the sale keeps the entire 25% commission.

**The inventory of used merchandise is a source of profit, not problems, at Benike's.**

"In our business, as a television and appliance specialty store, it is imperative that we realize a profit from our used inventory," Grove explains.

This recognition of rebuilt products as an important source of revenue is the beginning of a story which ends happily every year with a growing volume of used TV and appliance dollars—approximately \$50,000 for 1959.

**SEPARATE USED MERCHANDISE SECTION** on balcony is one key to successful operation says sales manager, Clint Grove, right.



**COMPLETE OVERHAULING** and reconditioning enables store to hang a guarantee on every rebuilt. Service department divides crew of 10 equally between shop work and home installation and repair.



**WALL-TO-WALL 'TV GRAB-BAG'** sold 30 rebuilds in two days and cleaned out temporary oversupply of rebuilt TV's. Sometimes, Benike's doesn't have enough used sets.



# Delmonico In Japan: New Products, Hot Prices

American importer plans to bring in TV-stereo-radio-phonograph combination for fall showing, early 1961 delivery. Suggested list: \$299

Delmonico International President Albert Friedman finished his third buying trip to Japan this year with:

- More plans for more imports at hot prices.
- A boost for the quality of the Japanese television sets his company will import.
- Plans for a fall exhibition of sample Japanese color television sets.
- A rap at the transistor radio situation.

Interviewed in Tokyo by McGraw-Hill World News, Friedman reveals plans to bring in a new TV stereo-radio-phonograph combination in November for late January delivery.

The price is a stunning \$299 at retail. Delmonico also expects to sell record changers to American manufacturers. The units will be produced in Victor's Tokyo plant which has just been completed.

Another Victor product, a new mag-

netic sheet record, will probably be marketed in the United States as a dictating machine. No price has been set yet, according to Friedman, but Victor has talked in the \$100 list area for the recorder with telephone recording adapter.

Delmonico already has received the first shipments of its 19-inch television sets from Japan, but Friedman refused to discuss quantity—either for this year or next.

He would talk quality, however, claiming that the sets would not be sold on the basis of lower prices.

Instead, Delmonico will use the Japanese labor differential for higher quality.

"The set is built like radar," said Friedman, pointing out that it has three stages if in the picture tube and two stages if in the audio.

Color television? Friedman plans to show color sample sets in November and has "a feeling" that they'll be ready to deliver by the end of January.

"The Japanese are not really ready to produce color at the right price," Friedman said. "Their mistake was by publicizing it too soon."

Delmonico has also begun to import a stereophonic AM-FM console radio with wooden handrubbed cabinets and a four-speaker system. The radio will retail for \$129.50.



A Frigidaire dealer talks about his franchise

Charles Marriott, President of Northern Electric Co., Sault Ste. Marie, Mich., has been selling Frigidaire appliances in the famous Soo Locks area for more than 30 years. Marriott tells us one of the reasons he has stayed with Frigidaire so long:

## "My Frigidaire inventory holds its value"

*"That's because Frigidaire holds to its prices. And if there should be a reduction, I can claim a rebate on current models in my inventory. My money's protected by a written agreement."*

Frigidaire price protection works the other way, too. If there's a price increase, dealers get written notice with a ten-day order cancellation privilege. And that's just one of the benefits of the Frigidaire franchise.



**FRIGIDAIRE**  
PRODUCT OF GENERAL MOTORS

## THIS AD IS WORTH \$80



Nationally advertised at \$329.00

Complete with steam gun, rubber tires, hose — ready to go!

**RECONDITION REFRIGERATORS, CLEAN AIR CONDITIONERS**

Flush and dissolve at a blast stubborn grease, grime and molds. Rejuvenate rubber, disinfect and deodorize refrigerators inside and out. Clean condenser and buff the finish for painting. Clean air conditioning units, vaporators and condensers without bending fins. All in a matter of minutes!

**CENTURY STEAM CLEANER**

**GUARANTEED for LIFE!**

**FAST** — develops 80-100 lbs. of steam in 30 seconds!

**OIL FIRED** — full day's operation with one filling. Gas model available.

**ABSOLUTELY SAFE** — Safety pop-off valve, visible steam gauge.

**FULLY AUTOMATIC** — Just push the start button!

**PRACTICALLY SERVICE FREE**

**HOT WATER RINSE**

Contact your manufacturer's service dept. or send in this coupon today!

**ELECTRONICS, INC.**

East Cherry, Vermillion, S. D.

☐ Enclosed is ad worth \$80. Please send full information on Century offer to authorized appliance dealers.

☐ Ship — Century motor cleaner. Enclosed is check for \$249.00 less 3% discount.

☐ I am interested in a dealership for steam cleaners.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Color for a colorful business. Why should a business built on the eye-appeal of its products limit dealer communication to black-and-white drabness? Why, indeed, said EM Week...and promptly offered advertisers a way to display their wares in rich, sales-warming color. Good deal? Better yet...premium for leading a colorful sales-life is only 1½¢ per EM Week subscriber (smallest extra-cost ever offered in this field)...and color-production problems are largely erased. Color-and-cash-conscious marketers know that every Monday the Pros read

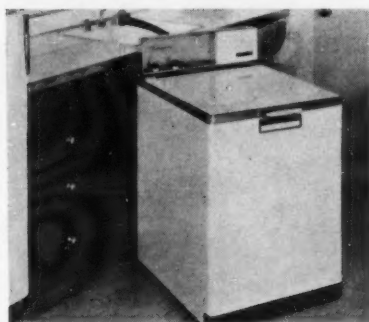
*ELECTRICAL*  
***MERCHANDISING WEEK***



# NEW PRODUCTS

## FEATURES THIS WEEK

Portable dishwashers by G-E and Westinghouse • clocks by Sessions, Inland and Syroco • Fedders air conditioners • Rittenhouse and Trade-Wind intercoms • Zenith clock radio • RCA-Victor stereo line



### WESTINGHOUSE Portable Dishwasher

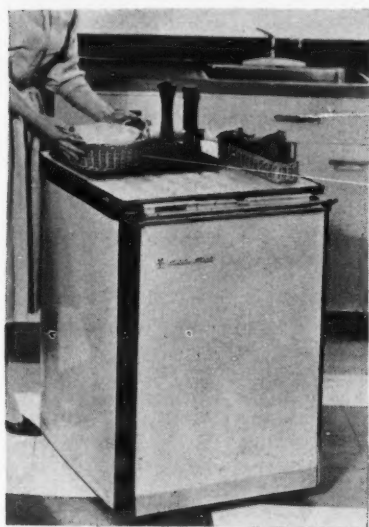
**Westinghouse Imperial** Registered Roll About portable dishwasher heats its own water and has a special push-button faucet on the connector that lets the user draw hot or cold water while dishwasher is operating.

The hotwater booster automatically provides 140-deg. water for washing and final rinse. A special thermostat controls advance of wash cycle until proper temperature is reached. Power soaking eliminates need for pre-rinsing and power drying eliminates spotting and streaking.

Styled with a back panel, the unit has a raised control center with a detergent storage bin right; the water booster control knob and timer control. An indicator light tells when water is being heated. A counter-balanced Micarta lid has finger-touch handle; a safety switch, and comes in 6 colors and patterns.

A hidden compartment at rear stores retractable hose and cord.

Uses 8 gal. water; holds service for 10 or service for 6 plus pots and pans. **Westinghouse Electric Corp., Columbus 16, O.**

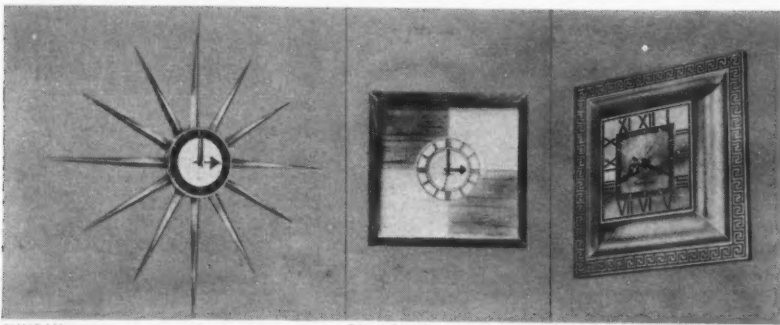


### GENERAL ELECTRIC Portable Dishwasher

**General Electric's** 1961 Mobile Maid dishwasher features a tea-cart top of textolite permitting it to double as a serving cart. Top has vertical stripes of gray and white with gold, and a raised rim at back; 22½-in. stainless steel handle across front. It is 34½ in. high, to roll under average counter top.

Features include extra-large rubber casters; a retractable cord; pink vinyl-cushioned interior; "Power-shower" mechanism rotates and showers water down and out over dishes while a unit at base cascades water up and out; flushaway drain removes food particles on greasy after-meal plates; pushbutton controls.

**Price, \$250. General Electric Co., Louisville 1, Ky.**



### SESSIONS Clocks

Three new decorator wall clocks are announced by Sessions Clock Co. **Quadrille** has cane and contrasting wood-grain panels framed in walnut; 14 in. square; polished brass dial. **Sunray** polished brass in starburst

styling; 27-in. diam. at longest spires. **Olympiad** has a formed metal case 12½ in. square with Greek key designed border; hammered finish dial rises from wall; black numerals. **Prices, Quadrille, \$19.95; Sunray, \$14.95; Olympiad, \$24.95. The Sessions Clock Co., Forestville, Conn.**

## FEDDERS

### 1961 Air Conditioners

**Fedders** 1961 room air conditioner line features a "Climatimer" clock-timer that can be pre-set to start the unit at any desired hour so consumer will not have to come home to a hot house. Mounted with the Fedders 360-deg. Weather Wheel grille, it does not rotate with it, but operates as an electric clock as long as air conditioner is plugged into the electric circuit.

The new line consists of a full series of models for double-hung and casement windows in capacities from 7,000 to 20,000 Btus.

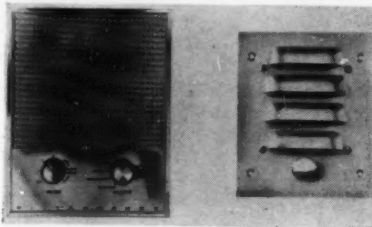
**Two do-it-yourself** fast mounting systems are also featured. No. CC-77, used on some compact and standard units, makes it possible to install a unit in 77 secs. and consists of a pair



of side fillers of aluminum slats protected by a film of DuPont Teslar. Panels unroll to exact width of window providing a rigid weather-proof barrier.

No. SS-77 mounting takes only 2 mechanical steps:

Cutting rubber gasket along cabinet top and breaking side panels along pre-scored grooves. Each system is an integral part of cabinet, eliminating need for a parts kit. **Fedders Corp., 58-01 Grand Ave., Maspeth 78, N. Y.**



## RITTENHOUSE

### Sound System

The new **Rittenhouse** system gives complete 2-way room-to-room intercom, door-answering and monitoring service from any room in the house; permits private calls directly from any remote station to other remote stations without broadcasting over the entire system. All-transistor operation for 24-hr.-a-day operation.

The fully transistorized built-in

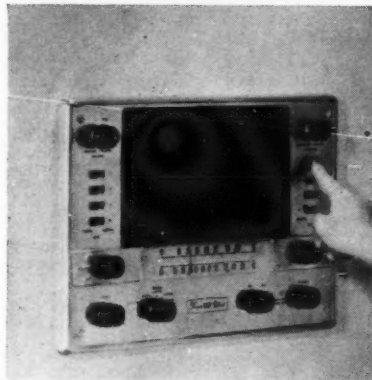
AM-FM radio provides drift-free FM tuning, avc; uses 14 transistors and 5 diodes. Deluxe music stations with large 8-in. speakers are designed for hi-fi sound reproduction. Remote input receptacles provide for present or future connection of living room hi-fi or stereo equipment; make it easy to add or change equipment any time.

The built-in electronic door chime is automatically heard above radio and phono and no separate chime installation is required. Provision for 9 separate indoor stations and up to 4 entrance stations.

**Price, master station with AM-FM radio complete including wall box, \$225; deluxe music stations, \$39.50 and \$49.50; standard indoor remote, \$19.95; outdoor remote, \$8.95. The Rittenhouse Co., Honeoye Falls, N. Y. Div. Emerson Electric's Builder Products Group.**

## TRADE-WIND Intercom Music Systems

**Trade-Wind** announces their entrance into the radio intercom field with a new line of built-in true fidelity radio intercom music systems.



The systems can be provided either with an AM-FM, or an AM radio for rich, full tone music.

Easy, step-saving contact with any room in the house or outside is provided with these systems.

The basic set includes the master station and all controls. There are 4 interior speakers, each equipped with individual volume control and talk-listen switch, outside speaker, and installation kit plus instructions.

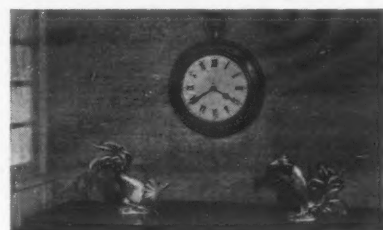
As many as 9 locations may be used. A deluxe concert speaker with tweeter cone is also available.

The master panel measures 15¼x10¼ in., and is available in satin chrome or antique copper. **Trade-Wind Div., Robbins & Myers, Inc., 7755 Paramount Place, Pico Rivera, Calif.**

## SYROCO Clock

The **SyrocoWood** case comes in antique brass or nutmeg with gold. A single 1½v flashlight battery operates the 7-jewel movement for 12 to 15 mos. without changing battery; measures 19¼x15¼ in., with a 10¼-in. dial. Accompanying gamecocks in metal gold or Verdibronze finish.

**Price, clock, \$33; gamecocks, \$20 a pair. Syroco Inc., Div., Syracuse Ornamental Co. Inc., Syracuse 2, N. Y.**



## INLAND Wireless Clock

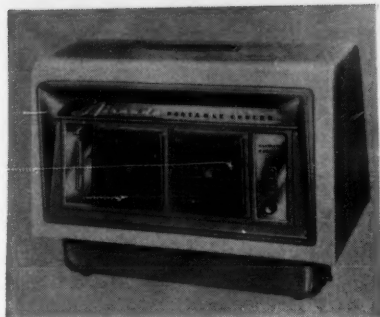
"Around-the-clock" pattern in 22k gold, black and white on heavy bent glass 14x14 in.; no cord, keeps time for 1 yr. with 3 flashlight batteries, included. **Price, \$25. Inland Glass Wks. Div., Club Aluminum Products Co., La Grange Park, Ill.**

## AIRNADO Portable Coolers

Airnado portable air coolers help purify, cool and circulate room air. Available in 2 models: economy model Signet I and 4-seasons Signet II.

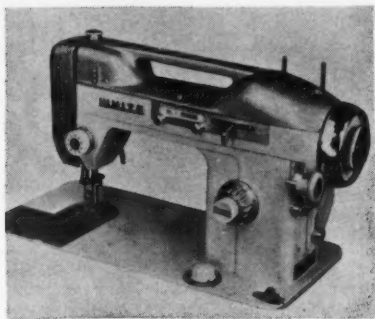
**Signet I** has 3 pushbutton climate controls; on-off, high and low; a G-E 1/20-hp sealed bearing motor; baked enamel welded case with gold finish escutcheon, controls and retractable carrying handle; "Coolpad" replaceable filters; spring-mounted, multi-directional louvers; collant flow-control. Weighs 22 lbs. No. DLC100, 110v, 60 cycles ac No. DLC300, 220v.

**Signet II** has 4 pushbutton climate controls. In addition to Signet I features it has a built-in Calrod heating element with thermostat temperature control capable of delivering up to 120 degs. F of heat at 800 rpm; acts as a seasonal humidifier in arid areas.



No installation, it plugs into 110-120v ac outlet.

**A roll-around table** designed to fit either model has rods on bottom to make a decorator shelf; comes in 2 finishes: T1, all black; T2, brass-plated finish. **Airnado, Inc., Sub. of Symphonic Electronic Corp., 10 Columbus Circle, New York 19.**



## WHITE Sewing Machine

**A built-in handle** designed for greater portability, plus ease of handling is offered on the deluxe zig-zag sewing machine, No. 2137, announced by White Sewing Machine Corp.

Also designed for cabinet lift-out

convenience, the sculptured handle design is cast as an integral part of the machine head.

Other features of the new machine include White's unimatic zig-zag control and slimline styling. The model buttonholes, sews buttons, overcoats, makes extra-wide satin stitch, blind hems, monograms and straight stitching. The zig-zag control has one lever setting for all zig-zag widths and a color-keyed dial for twin-needle sewing. Twin needles permit sewing with 2 different colors of top thread for special effects. Also available is a pushbutton reverse for backtacking and mending; an easy operating auto-set numbered stitch length dial; wide-angle light that swings down for easy bulb replacement.

**Price, \$269.** in a portable model. **White Sewing Machine Corp., 11770 Berea Rd., Cleveland, O.**

## WASTE KING Universal Ovens

**A new line of Universal built-in gas ovens and ranges is announced.**

Feature of the top-of-line Imperial built-in oven is an easy-to-use Roast Guide (dial weight or type of meat to be cooked, clock control does the rest). Other features are full-width, fiberglass insulated oven doors; double-stippled porcelain lining bound to entire oven and broiler pan.

**Imperial and Custom** ovens are equipped with an oversize window which carries out the contemporary look; special patterned glass hides oven interior when light is off.

**Countertop surface units** have 2 to 4 units with removable burners with bowls and spill-proof outer edges. **Waste King Corp., 3300 E. 50th St., Los Angeles.**

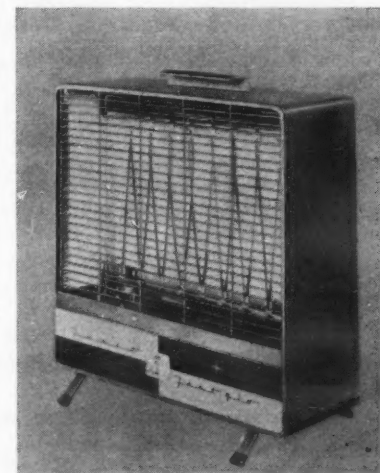


## FASCO Heaters

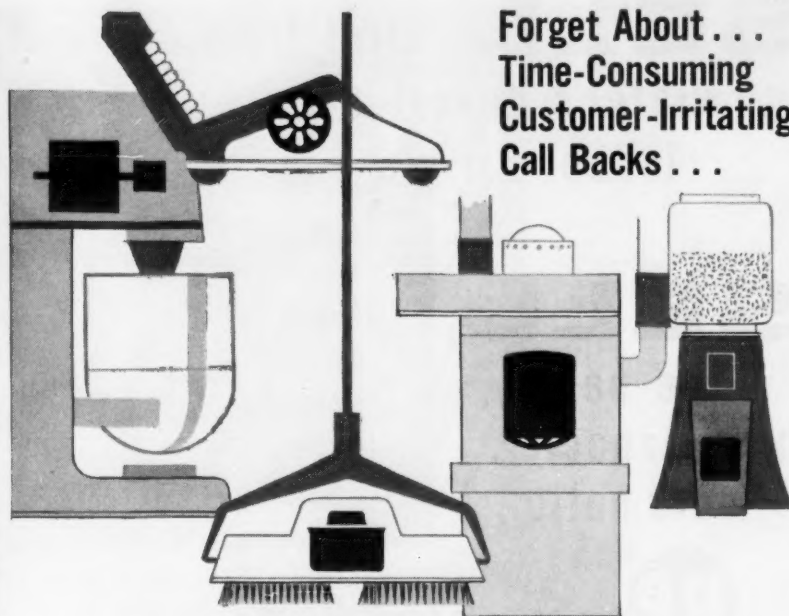
Two portable Fasco electric heaters have been added to Fasco's new line of electric heat products featuring Slim-Trim styling; compact design.

**No. 106** is a forced-air radiant-heat portable featuring Fast-Glo instant heating ribbon elements, thermostatic control, safety tip-over switch. Efficient directional heat makes this model ideal for any room in house. It is 19 in. wide, 17 in. high, 6½ in. deep; mocha and gold finish; 120v ac, 1650w. **No. 105** is a radiant-heat portable for smaller enclosed areas that need periodic heat quickly; has Fast-Glo ribbon elements; on-off switch; safety tip-over switch; decorative panel. The unit is 15½ in. wide, 17 in. high, 6½ in. deep.

**Prices, No. 106, \$29.95; No. 105, \$19.95. Fasco Industries Inc., Rochester, N. Y.**



FASCO HEATER NO. 105



**Forget About . . .  
Time-Consuming  
Customer-Irritating  
Call Backs . . .**

**Dependable**

**Lamb Electric MOTORS**



**Make the difference in Power-Driven Appliances**

Forget expensive, time-consuming, customer-irritating call backs that cut into your profit. Make a Lamb® Motor a sales feature. They're quiet, efficient and dependable.

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**SPECIAL APPLICATION MOTORS**

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Get the inside story on the new

**Suivons Hoffman '61  
See Paris with  
Hoffman next May**

\*\*\*\*\*

**Fly SAS Jets in 1st Class Luxury**

\*\*\*\*\*

**Hoffman  
COMPACTABLE 19**

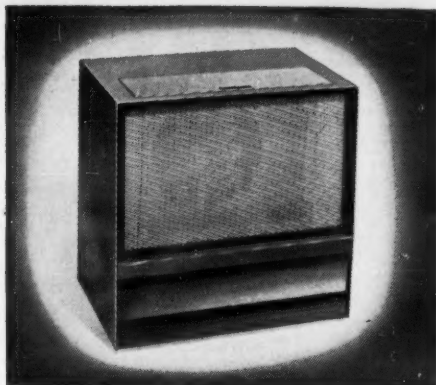


There's no TV,  
Stereo Hi-Fi, Radio . . .  
quite like Hoffman

**Hoffman Electronics Corp.  
6200 S. Avalon Boulevard  
Los Angeles 3, California**

**SELL** relief from  
winter's desert-dry  
indoor air

**SELL**  
the new,  
high capacity,  
automatic



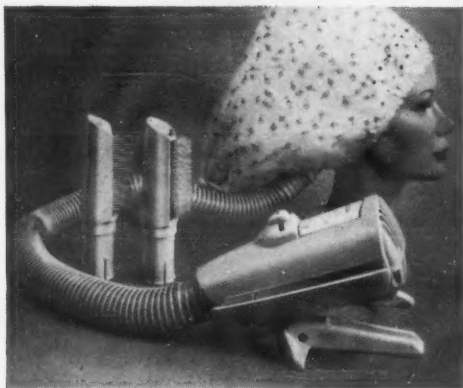
**RP** *Aprilaire*  
PORTABLE HUMIDIFIER

*The Finest in Forced Humidification*

A vast market of customers seek relief every heating season from the discomfort and damaging, unhealthful effects of super-dry indoor air. Here's your profit opportunity . . . the Aprilaire Portable Humidifier . . . a high capacity unit (up to 4.3 pounds per hour) . . . with optional humidistat for constant, accurate control. Plus—an exclusive Aprilaire sales feature—the removal of up to 70% of the bacteria circulating through the unit—an additional health benefit. Sell health and comfort this season, with Aprilaire, the quality humidifier with the attractive profit picture. It's nationally advertised, pre-sold for you. Write for information.

**RESEARCH PRODUCTS Corporation**  
Dept. 99-H, Madison 1, Wisconsin

## NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



*Another first  
from Ronson!*

New! Ronson Beauty Trio Hair Dryer lets your customers dry hair three ways . . . with exclusive warm air BRUSH and COMB attachments and adjustable HOOD. Also adjustable base for portable use. Stock Beauty Trio in attractive carrying case with "see through" window — makes an outstanding display. **suggested retail \$26.95**

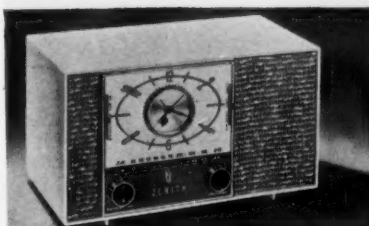
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Please send me complete information on all Ronson appliances plus full details of new cooperative advertising program.		
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### ZENITH FM-AM Clock Radio

Zenith announces a new multi-purpose AM-FM clock radio, Sandman.

Features include a "dial-it" alarm set control and twin, finger-touch lever that simplifies operations; requires 2 steps to pre-set radio for service as a waker-upper to music or buzzer alarm: flip 1 lever to "alarm" position then dial circular control around clock face until it is opposite

desired wake-up time. Finger-touch levers are also used to turn radio on and off manually, silence radio alarm and buzzer, and set sleep-switch.

It provides static-free FM and long distance AM reception with a 6x4-in. Zenith speaker; the AFC circuit helps tune FM stations accurately, locks in signal; another circuit automatically "boosts" bass response; line-cord type antenna for reception in primary FM areas; built-in Wavemagnet antenna for AM reception.

Clock has luminous hands that glow in dark; silent operating; face and numerals are enlarged for across-the-room view. Plastic cabinet in charcoal, white or beige.

This clock-radio model increases Zenith's FM line of table radios to 6 basic models.

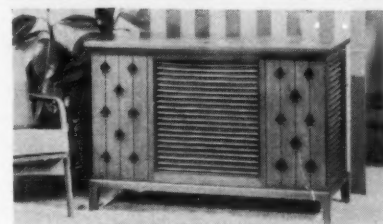
**Price, \$89.95. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39.**

### RCA VICTOR Stereo

Eighteen new RCA Victor "Total Sound" stereo "Victrola" consoles are announced by RCA. Two models are in Henredon fine furniture styling. Consoles in medium and high price ranges feature the recently developed triple amplifier.

Four models include detachable swing-out "Total Sound" speaker systems. Separate "Total Sound" speakers are available optional extra on others. All have diamond styli, 4 speakers and RCA deluxe record changer. Cabinets come in provincial, Danish, early American, modern and contemporary as well as Henredons. A reverberation unit in kit form is available for the Mark 8, 4 and Henredon series.

The line comes in 6 series: Mark 27, 8w dual stereo amplifier; Mark 24,



RCA HENREDON SERIES

16w triple stereo amplifier; Mark 18, 16w triple amplifier; Mark 8, 46w triple amplifier; AM-FM radio; 2 removable swingout speakers. Mark 4, 46w triple amplifier, AM-FM radio and removable speakers. Henredon, 46w triple amplifier; AM-FM radio and 2 removable swing out speakers. **Prices, from \$179.95 for Mark 27 to \$795 for Henredon models. RCA Victor Div., Radio Corp. of America, Camden, N. J.**

### SETCHELL-CARLSON 1961 TV Line

Setchell-Carlson announces its 1961 Unit-Ized TV line composed of 17-, 19-, 23-, and 27-in. sets with acoustically correct cabinets in genuine American walnut, African mahogany, Appalachian cherry or white oak in provincial and contemporary style lowboys, deluxe consoles, table, and stereo, mono combinations.

**Portable P-67** is a full power transformer 17-in. receiver which weighs 31½ lbs., measures 8½ in. deep and is equipped with a built-in telescoping dipole antenna, and 100-deg. picture tube. Plastic coated fabric cabinet comes in 5 colors.

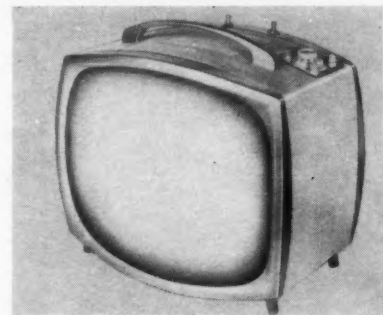
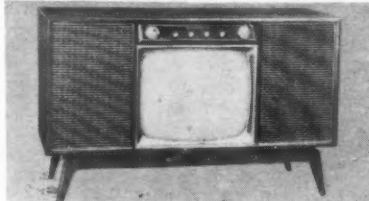
**19T61, table model**, and **19C61** swivel base console have 19-in. picture tube with 4- and 6-in. front mounted speakers respectively. No. 19C61 has No. 361 chassis.

**TL61 table lowboy**, with optional legs, has front-mounted 6-in. extended range speaker. **61C console**, has 6-in. woofer and 6-in. tweeter. Both have 23-in. squared picture tube and No. 361 chassis.

**No. 601C console** has 6-in. woofer and 6-in. tweeter; push-pull audio output; potted and sealed vertical output; audio and filter choke transformers; Unit-Ized chassis No. X159.

**Custom Unit-Ized sets** have Master chassis No. 159, on which functional

CONTEMPORARY CONSOLE NO. 23L601



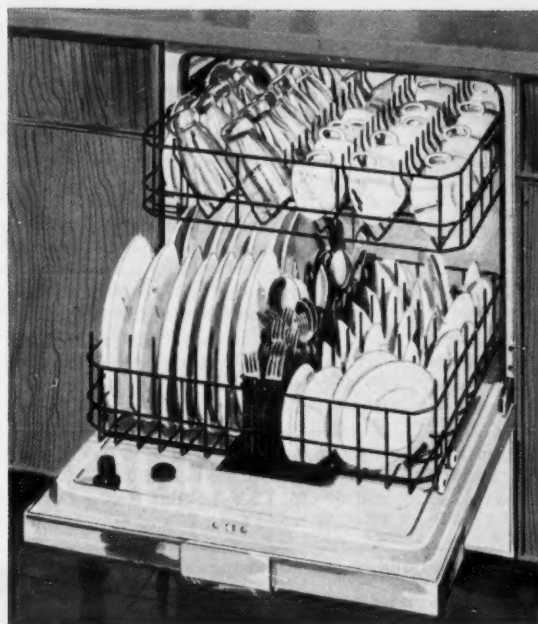
PORTABLE NO. P-67

plug-in units are mounted. Each unit may be individually removed and replaced for quick, easy test or maintenance. Instant plug-in provision for additional add-on units to give over 10 stereo and mono combinations, includes 23-in. models, 23C61 console and 23L61 lowboy; 24-in. 24C61 console and 24L61 lowboy; and 27 in. 27C61 console and 27L lowboy. All are equipped with hi-fi woofer and wide range tweeters, (2 in consoles and 3 in lowboys).

**23L601 Unit-Ized sets** in contemporary or provincial with full stereo record and radio reproduction have Unit-Ized chassis No. 159 with added stereo amplifier (K unit) AM radio (H unit), FM radio (J unit) and No. RC301 automatic stereo record changer.

All Custom models are equipped with record changer compartment with phono motor mounting board and mounting provision for SC stereo audio unit and AM or FM radio tuner. **Prices, from \$189 for portable P-67 to \$309. for 601C. Custom models from \$399 to \$512; No. 23L601, \$639. Add-on units from \$20 for Unit H AM tuner to \$78 for No. 4814B remote stereo speaker. Setchell-Carlson, Inc., New Brighton, St. Paul 12, Minn.**

# Why is this dishwasher different from all other dishwashers?

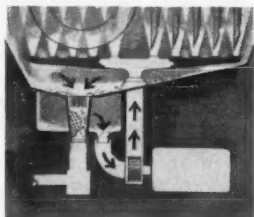


FU-70

*Because only this RCA WHIRLPOOL dishwasher holds 14 place settings with all these features to wash dishes clean with far less work.*

## Filter-Stream Washing System Is New and Exclusive!

This new RCA WHIRLPOOL is not an "impeller-type" dishwasher. Rather, it utilizes a revolutionary new Spray-Arm and self-cleaning filter that continuously filters the wash and rinse water to remove food particles and prevent their redeposition on the dishes. After each wash and rinse cycle the water is flushed back through the filter, washing food particles down the drain and making the filter fresh and clean for the next wash cycle.

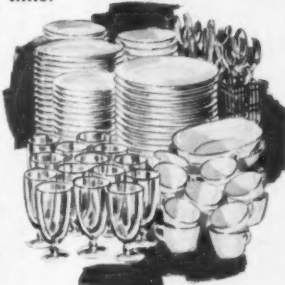


## No More Tedious Scraping... No More Pre-rinsing!

The new RCA WHIRLPOOL is so easy to use, so simple to load, so efficient in washing everything "crystal clean." The non-clogging nozzles in the large, revolving arm are scientifically designed to shoot powerful streams of filtered, cleansing water over every dish, pan, glass and utensil. And remember, only RCA WHIRLPOOL has

<sup>TM</sup>tk.

Filter-Stream\* washing for perfect dishwashing every time.



## Big Capacity—Holds 14 Place Settings!

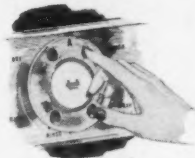
This new 24" RCA WHIRLPOOL Dishwasher actually holds 84 pieces of china and 70 pieces of silverware... 14 complete place settings... plus an additional 30 pieces of silverware.

## Now 2 Dishwashing Cycles!

There's a NORMAL cycle for heavily-soiled dishes that pre-rinses, washes, rinses, washes again, rinses twice and dries. The SHORT cycle for lightly soiled dishes, pre-rinses, washes, rinses two times and dries. In either cycle, forgotten dishes can be added at any time without loss of water or detergent.

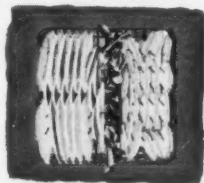
And there are two other automatic settings for your convenience. One is for rinsing and drying "seldom-used" dishes while the other warms dishes and plates if desired.

Now available for quick delivery from your RCA WHIRLPOOL distributor. Talk with him about his dishwasher merchandising program.



## Exclusive Dial-A-Cycle Control!

Conveniently located at countertop height is the exclusive Dial-A-Cycle\* control that gives you complete control over every function of the unit. You simply dial the control as you would a telephone dial, and automatically — the dishwasher performs the exact cycle you have selected!



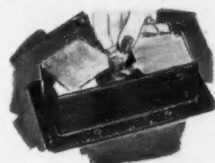
## "Random-Loading"!

Now you can load and intermingle dishes in the most efficient manner for maximum capacity. It is very difficult to load the RCA WHIRLPOOL Dishwasher incorrectly. The wide door opens at finger tip touch allowing you to pull either or both of the removable racks all the way out. Racks are Vinyl coated to protect your most delicate china and glassware. Giant silverware bas-

kets hold up to 100 pieces of silver — remove easily for loading or unloading at the table or sink.

## Built-in Water Heater!

Wash and rinse water is kept at a germ-killing temperature to protect your family's health. The built-in water heater provides the heat necessary for fast, efficient drying.



## Two Automatic Detergent Dispensers!

Conveniently located in the door of the dishwasher for easy filling, are two detergent dispensers that automatically inject detergent into each wash load at the proper time. Your dishwasher uses just the right amount to give you a perfect wash every time. Automatic wetting agent dispenser adds liquid to final rinse to assure spotless drying.

## Washes Pots, Pans, Broilers!

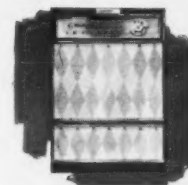
Most pots and pans can be washed very easily in the new RCA WHIRLPOOL Dishwasher without removing the top rack. For washing extra-large serving plates, broilers and other over-size utensils the top rack slides out easily.



FP-50

## Choose From Undercounter or Portable Models!

Whether you choose the Imperial Model Undercounter Dishwasher (Model FU-70) illustrated at top or the Portable (Model FP-50) illustrated immediately above, you get all these labor-saving features: Filter-Stream Washing, "Random-Loading," 2 wash cycles, 2 automatic detergent dispensers and exclusive self-cleaning filter. Portable model requires no special installation... holds a full 12 place-setting load.



## Exclusive Select-A-Door Trim Kits.

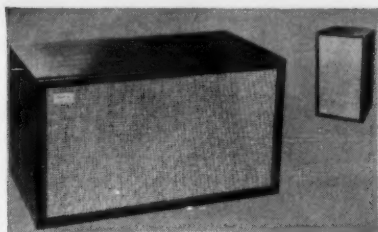
This optional trim kit permits finishing the door and service panel with any material up to 1/4" thick. Use painted or natural wood, metal, wallpaper or cloth.



Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!





### PILOT Speakers

**PSV-1, a compact, 3-way "bookshelf" speaker**, has good bass response with wide sound dispersion in horizontal or vertical positions with Acoustomatic turret, an array of tweeters and mid-range speakers that can be oriented from outside cabinet. The highly defined bass response is produced by a special 12-in. Air Flex heavy-duty woofer in front, mounted in an orlon fiber filled enclosure. The 2

3-in. tweeters and 2 6-in. mid-range units have been angled for wide horizontal sound distribution. Separate presence and brilliance controls can be supplied to match individual acoustical requirements.

**PSV-2, a compact, low distortion, 3-way speaker system**, can also be used on shelf, table or floor; consists of a 12-in. low-frequency driver, 6-in. mid-frequency cone-type speaker with electromagnetic isolation; 3-in. cone-type tweeter and crossover network. **PSV-3 measures 18x11½x9 in. deep**; has 3-speaker system capable of delivering from 50 to over 16,000c; uses an 8-in. woofer in an insulite enclosure; a 6-in. mid-range and a 3-in. armored-type tweeter; finished on 4 sides in oiled walnut.

**Prices, \$139.50, PSV-1; \$69.50, PSV-2 and \$64.50, PSV-3. Pilot Radio Corp., 37-06 36th St., Long Island City 1, N.Y.**



### SPEARHEAD Radio Glasses

**Optically ground and polished glasses** (plain or sun) which can be fitted with prescription if desired, has a 3 transistor, 1 diode radio, 540 to 1600kc frequency range; station selector and volume control in left temple. Operates over 150 hrs. on a hearing-aid battery. **Prices, from \$29.50 to \$34.50. Simon Streiffer Co., 11 Atherton Dr., Metairie, New Orleans, La.**



## WHERE'D THE TELECTRO GO?



Here today, sold tomorrow... that's the Telelectro story. Telelectro tape recorders don't hang around waiting to be sold. When you open the package, they pop out and start selling themselves. Smart, eye-catching styling does it, backed up by stereo performance, and features that make Telelectro a pleasure to demonstrate. Prices to suit every pocket.

# TELECTRO®



The finest tape recorders made in America are Telelectro-engineered—get the full story on the new TELECTRO line for '61.

Contact your Telelectro distributor, or write: **TELECTROSONIC CORP.** / Consumer Products Subsidiary of **TELECTRO INDUSTRIES CORP.**, 35-18 37 St., L. I. C. 1, N. Y.

### FISHER Stereo Console Line

**Five stereo radio-phono consoles**, 2 stereo radio-phono-tape units and the Living Theater stereo radio-phono-TV are announced by Fisher. In addition the company announces a dynamic Spacexponder No. K-10 reverberaphonic unit for use on stereo radio-phono models, optional, at \$59.50 extra.

This electro-mechanical instrument acoustically turns even the smallest living room into a concert hall at turn of a single knob.

**Outstanding in the new line** is the Philharmonic combo stereo radio-phono No. B-22 "at a price everyone can afford." It contains components used in more expensive Fisher combinations, and includes an AM-FM tuner, audio control center; 20w dual-channel power amplifier; Garrard 4-speed changer with compatible stereoplex cartridge; 2 independent 3-way speaker systems; walnut, mahogany or teak cabinet.

**Electra IV, No. E44**, has up to 36w output; includes a stereo AM-FM tuner; stereo master audio control with dual-channel bass and treble; Garrard 4-speed automatic turntable; automatically illuminated changer compartment; 2 independent 3-way speaker systems; modern, Provincial and early American styling in mahogany, walnut, teak fruitwood and maple woods.

**Coronet II, No. C-55**, features an audio control for every conceivable input and output connection, with 14 controls and switches; 40w stereo amplifier; Garrard 4-speed automatic turntable; 2 independent 3-way speaker systems. Modern, provincial and early American designs in wide selection of woods.

**Custom Module, CM-90**, complete stereo hi-fi radio-phono assembled on a 5-ft. bench, has the Fisher 600 stereo receiver, AM-FM tuner and Stereo Master audio control; 40w stereo power amplifier and Garrard 4-speed changer plus the Fisher XP-2 free piston 3-speaker systems.

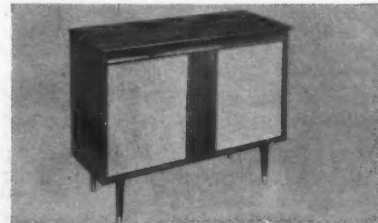
**Stereo radio-phono-tape combinations**, Executive VI No. 880, and President VI, No. 6000, have Golden Cascade AM-FM tuner; MicroRay tuning indicator; 50w stereo control/amplifier; 2- and 4-track stereo and mono tape reproducer and recorder; automatic 4-speed turntable; modern and provincial designs.

The Fisher Living Theatre stereo radio-phono-TV, No. TV66, is a complete combination which can receive simulcast TV sound. The TV is completely new in design, with wireless remote control for TV sound, channel selection and TV off; dual-channel bass and treble controls; 36w stereo amplifier; Garrard 4-speed changer; 2 independent 3-way speaker systems; 23-in. square TV tube; guided grid tuner; transformer-powered TV chassis; modern and provincial consoles in walnut, teak or fruitwood.

Models that will take the K-10 Spacexponder include Nos. 44, 55, CM-90, S-70, 880 and 6000.

**Prices, from \$395 for the P-22. Fisher Radio Corp., 21-21 44th Dr., Long Island City 1, N. Y.**

STATSMAN II, NO. P-22



## It's Realism Not Recession

CONTINUED FROM PAGE 1

● "This is not a sick industry," Walter Wendler, vice president at Amana, begged to differ with the economists. "Not sick," echoed a three-man Greek chorus, composed of Reginald P. James, Speed Queen's sales manager, Easy's Parker Erickson and Kelvinator's E. B. Barnes. ● "Just because 1960 has not lived up to predictions is no reason to condemn the entire appliance industry," Hotpoint's McDaniel took up the line of reasoning. "These 'mild hiccups' in our economy are periods of adjustment, periods where we are able to consolidate our thinking, revitalize our sales forces and then go on to chart new courses."

**Realism for others** meant joining in a general mea culpa.

● "It is a known fact that we (the industry) have had problems this year, primarily because of overproduction in late 1959," admitted Westinghouse's C. J. Witting, vice president and general manager of the consumer products division.

● "We were foolishly thinking of the golden 60's," Easy's Erickson took up the cry. "While they may be golden, it does not naturally follow that the golden era had to start in January 1960 . . . This coupled with the steel situation caused most of us to overbuild."

● "Part of our present difficulty in profits is a result of overproduction," RCA Whirlpool's Jack Sparks, vice president sales, agreed.

But Sparks saw the trouble going deeper. "The basic weakness is our inability, as an industry, to forecast sales within any reasonable margin of accuracy. Since the industry as a whole has far more productive capacity than is needed to meet the demand for any one year, an error in forecasts can burden the market with oversupplies."

"Assuming no repetition of the forecasting errors of 1959," Sparks concluded with a qualified prediction, "we can look forward to an upturn in sales in latter 1961."

**Agreeing with Sparks' optimism** if not with his predicted timing, the other men had this to say about the future:

● "Americans are still getting married and forming new households. The rate may be off a little next year, but it should go up in 1962 and 1963 to as high a point as we have had since 1955. Housing, too, should take a decided turn for the better, beginning in those years. In short, while 1961 may be about the same as 1960, we have every reason to expect 1962 to be a banner year." G-E's Dennler.

● "With the outlook of an expanding population and an expanding economy, it would appear that the natural result would be an enlarged market for our products." Maytag President George Umbreit. ● "All of the statistical information, such as family formations and discretionary buying power, points toward continued sales increases throughout the next 10 years and beyond." Kelvinator's Barnes.

● "Although we do not see political prosperity as such, we do foresee consumer goods as being one of the bright spots of 1961." Westinghouse's Witting.

Continued on page 26

## HOW'S BUSINESS?

Here's the answer for 27 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

July 1960 vs. July 1959 7 Mos. 1960 vs. 7 Mos. 1959		00	00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
<b>IN THE EAST</b>												
United Illuminating Co.	-10	+40	-14	+43	-17	-33	+3	-5	-9			
N. Y. State Elec. & Gas Corp.	-2	+21	-1	+51	-9	+5	+27	+13	+7			
Jersey Central Power & Light	-1	+18	-2	-24	+4	+3	0	-26	*			
New Jersey Power & Light Co.	0	+8	0	-15	+3	+6	0	-26	*			
Philadelphia Elec. Assoc.	+1	+19	-5	-27	-10	-15	+49	-26	+9			
Pennsylvania Electric Co.	+15	+17	+12	-7	+8	+29	+52	-7	+10			
West Penn Power Co.	-3	-7	-2	-6	-11	-12	-41	-43	+3			
	+8	+10	+14	+21	-2	+7	+6	-23	+1			
	-21	-2	-33	-34	-19	-21	+40	-82	-6			
	+6	+23	-3	-28	-4	+9	+43	-2	+4			
	-19	-24	-12	+191	-12	+7	-9	-39	0			
	-4	-6	-12	+27	-6	+2	+17	-25	-3			
	-20	-11	-6	-15	-16	+9	-2	-43	-8			
	-4	+2	0	+7	-4	+11	+7	-34	+3			
<b>IN THE MIDWEST</b>												
Dayton Power & Light Co.	-3	+12	-7	+68	-9	+27	-26	-57	+17			
Central Illinois Public Service	-8	+10	-3	-6	-17	-23	+13	-37	-14			
Kansas Gas & Electric Co.	-9	-11	-22	-51	-24	-22	-30	-16	+4			
Kansas Power & Light Co.	-7	-15	-14	-9	-14	-17	+10	-18	-3			
Nebraska-Iowa Elec. Council	+23	+20	-3	+4	0	+8	+22	+41	+1			
	-3	-2	-7	+14	-13	-4	-8	-26	-8			
	+18	-9	-4	-7	-2	-4	*	+35	+1			
	+3	-6	-8	-5	-5	-7	*	-4	-4			
	+1	-1	-11	-22	-16	-5	0	+49	-3			
	-11	-9	+5	-39	-6	0	-11	-14	-5			
<b>IN THE SOUTH</b>												
Kentucky Utilities Co. <sup>x</sup>	+47	+23	+41	-2	+17	+50	+96	+10	+23			
Chattanooga Elec. Power Bd.	+11	+7	+6	-7	-6	+3	+33	+16	+11			
Nashville Elec. Service	-16	-19	-18	-32	-17	-17	+11	-16	-9			
Florida Power & Light Co.	-1	-14	-4	-10	-8	-1	+26	-11	-1			
Florida Power Corp.	+10	+26	-10	-20	*	+17	*	*	*			
Tampa Electric Co.	+5	+1	+1	+2	*	+9	*	*	*			
	-11	+24	-6	-20	-23	-42	+26	+18	-30			
	-3	+7	+1	-23	-12	+4	+31	-8	+2			
	-3	+11	-32	-20	+5	+47	+17	+31	+10			
	-3	+14	-13	-11	+1	-4	+20	-13	0			
	-2	+80	-33	-28	0	-32	-2	+45	-6			
	-5	+25	-15	+13	0	-30	+4	-1	-6			
<b>IN THE SOUTHWEST</b>												
Dallas Power & Light Co.	-1	+5	+28	*	+43	+78	+19	-19	+25			
Gulf States Utilities Co.	-4	+17	+17	*	+16	+44	-7	-47	-7			
El Paso Electric Co.	*	*	-26	-21	*	-22	*	*	*			
Southwestern Electric Power	*	*	-7	+12	*	+1	*	*	*			
New Orleans Public Service	-23	-35	+12	-12	*	-30	+22	+164	-8			
	-25	-34	-26	-43	*	-25	+25	+8	-17			
	-14	-17	-31	+11	-18	-13	-42	+38	-10			
	-1	-18	-5	-3	-8	-14	-17	+7	-3			
	-16	-27	-34	*	-17	+5	-9	+42	-35			
	-13	+2	+5	*	-15	-25	-9	+3	-5			
<b>IN THE WEST</b>												
Idaho Power Co.	-19	-29	-15	-24	-18	-17	*	*	*			
Pacific Gas & Electric Co.	-12	-17	-10	-13	-13	-7	*	*	*			
Pacific Power & Light Co.	+8	+15	+6	+4	-6	+6	0	+27	+22			
Washington Water Power Co.	+10	+13	+14	+9	0	+4	+10	+23	+2			
	-25	-34	-7	+3	-19	-25	+41	-23	-8			
	-12	-12	-7	-4	-10	-11	-28	-24	-10			
	-42	-21	-15	-13	-20	-15	+76	+16	-11			
	-19	-21	-7	-2	-25	-10	+44	+17	-20			
<b>NATIONAL</b>												
July 1960 vs. July 1959	-7	-4	-10	-8	-11	-6	+13	-8	-2			
7 Mos. 1960 vs. 7 Mos. 1959	0	+1	0	-9	-5	0	+18	-9	-1			

0 = No Change

\* = Not Available

x = June Figures—not included in totals

## July Appliance Sales Drag

The retail sales picture worsened in July. According to reports submitted by 27 of the leading utilities throughout the nation retail sales were off, but good, in eight of the nine appliances charted above. Only the dishwasher was able to show a gain (13%) over July 1959.

And the situation is not a regional one. Utilities from both coasts report slumping sales while the retail

sales picture in the Midwest and Southwest is much the same—bleak.

Perhaps the biggest disappointment has been the air conditioner. July saw sales off 8% with total yearly sales down 9%. In the three-month period covering May-June-July, the air conditioner has been off 9%, 19%, and 8%, respectively.

Washers fell off for the fourth straight month. Television, too, was off in July as it has been for the April through June period.

On an individual basis, though, some utilities had bright news to report for July. Kansas Gas & Electric showed an overall 28.8% increase over July a year ago. July became its best month so far in unit sales. Pacific Gas & Electric was up in all categories for the month. Florida Power and Light registered gains in most areas.

# This Is Realism

CONTINUED FROM PAGE 25

Though appliance men on their new realism kick were quite willing to talk about new home construction, rising personal income, replacement sales of growth appliances and the like, there were hints of some not-quite-so-favorable factors that will figure heavily in their production and marketing plans for 1961 and future years.

One high-up industry executive flat out, but off-the-record, refused to go along with the others in predicting relatively smooth sailing. "I've been looking into the future and I don't see a blankety-blank bright thing," he snapped. "I think

we over-estimated the replacement market. I think the decline in housing starts is hurting us. And there is too much competition for each appliance dollar from other fields."

The matter of outside competition for the consumer's dollar has bothered others. "There is a promise of a sales battle (in the 60's) against all other consumer durables such as compact cars, portable TV sets, furniture and sports and leisure equipment," Norge Chairman Judson Sayre warned.

Another sore point, Sayre went on, will be the limited growth possibilities for the appliance market.

"The appliance industry must concentrate on selling more goods to practically the same number of customers," he pointed out.

Along the same lines, a popular investment letter is fond of calling the appliance industry a "closed" one. Why? Since 1950, its economists reason, the industry has received a limited share of the total consumption expenditure figure—a share which probably will not get any bigger. So, they conclude, even in an expanding economy, the appliance industry will be fairly static.

None of this seemed to keep industry top dogs from predicting a strong future for appliances. And, who could say if they were being realistic or unrealistic when they urged one more chorus of that old fight song: "The customer is there, we just have to sell him."

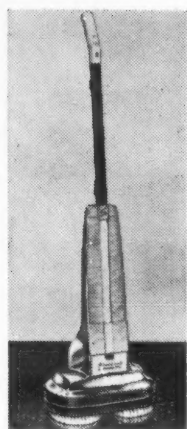


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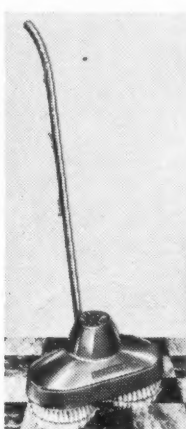
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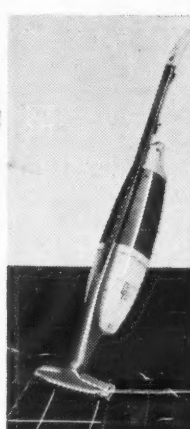
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## INDEX TO ADVERTISERS

SEPTEMBER 19, 1960

## MAJOR APPLIANCES

Amana Refrigeration, Inc.	11
Arvin Industries, Inc.	12
Dearborn Stove Co.	29
Frigidaire Div. of General Motors Corp.	18, 28, 29
Hankscraft Co.	30
Kitchenaid Div., Hobart Manufacturing Co.	27
Maytag Co.	31
Research Products Corp.	22
Shetland Co., Inc.	26
Sunbeam Corp.	13
Waste King Corp.	8
Westinghouse Electric Corp., Major Appliance Div.	7
Whirlpool Corp.	16, 23

## HOUSEWARES

General Electric Co., Clock and Timer Dept.	26
Paragon Electric Co.	12
Ronson Corp.	22

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MERCHANDISING WEEK

## HOME ELECTRONICS

Clairtone of Canada	30
Emerson Corp.	32
Hoffman Electronics Corp., Consumer Products Div.	21
Pentron Corp.	14
Sampson Co., Electronics Div.	10
Sylvania Electric Products, Inc.	5
Telectrosonic Corp.	24

## OTHER

Electrical Merchandising Week	19, 27
Electronics, Inc.	18
Lamb Electric Co.	21
Lever Brothers Co.	15
National Cash Register Co.	9

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A. Kordalski says:

## "TAKE IT FROM ME..."

*No sales outfit can succeed  
unless every sale  
is backed by  
dependable service!"*



ANTHONY T. KORDALSKI  
STERLING LINDNER CO.  
Cleveland, Ohio

"Appliance selling has changed a lot in the past dozen years—but one phase never changes . . . *service after the sale is just as important now to future sales as it was back when Frigidaire replaced the ice box!* That's why we, as sales dealers, *sell* the value of good service . . . even though we don't do the servicing ourselves. More than that, we believe that our responsibility to customers starts when they are still prospects. That's why we *advertise* factory-trained Frigidaire Authorized Service backing every Frigidaire Appliance we sell. We are well aware of the fact that our reputation is at stake every time a serviceman makes a call. That's why we take an active interest in the kind of service our customers get!"

"Yes, take it from me, good service is important to sales and repeat sales."

*A. T. Kordalski*

Sterling Lindner Co.  
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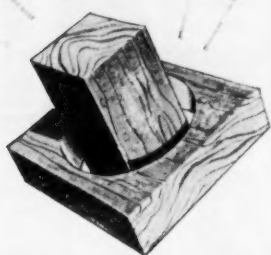


\*BBA—"Bring 'Em Back Again"—that's the goal of a sparkling series of low-cost mailings available to Frigidaire Dealers. On a planned schedule, these timely messages remind customers of your interest in their product satisfaction—and pave the way to increased repeat sales. For more information on Frigidaire Service, Parts and Programs (including the profit-proven BBA Plan), call or write your nearest Frigidaire Factory Branch or Distributor's Office listed on the next page, or Service Department, FRIGIDAIRE Division, General Motors Corporation, Dayton 1, Ohio.

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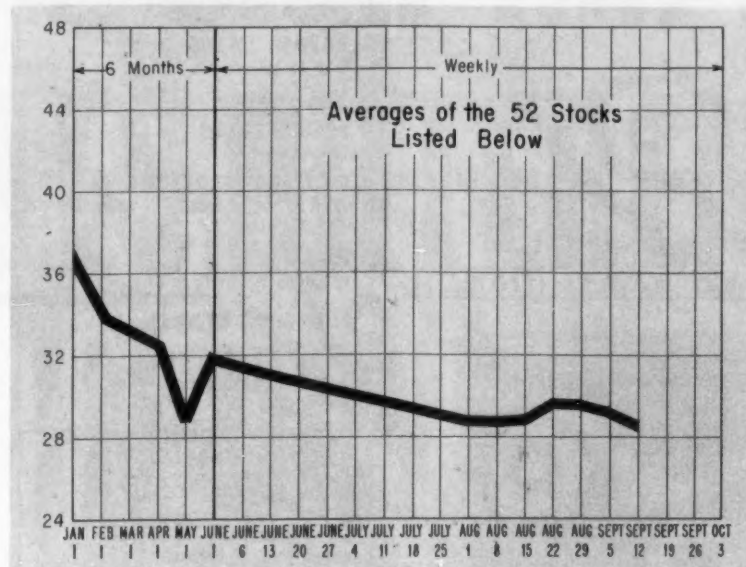


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# TAKING STOCK

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	HIGH	1960 LOW	CLOSE SEPT. 2	CLOSE SEPT. 12	NET CHANGE
<b>NEW YORK EXCHANGE</b>					
Admiral	23 7/8	13 1/2	14 5/8	13 1/2	- 1 1/8
American Motors 1	29 1/2	20 1/4	23 1/4	22	- 1 1/4
Arvin Ind. 1	27 1/2	18 3/4	20 5/8	20 1/8	- 1/2
Borg Warner 2	48 1/2	34 1/4	36 1/4	35	- 1 1/4
Carrier 1.60	41 3/4	27 1/8	31 7/8	31	- 7/8
CBS 1.40B	45 1/4	36 5/8	41 1/4	39 3/8	- 1 7/8
Chrysler 1	71 7/8	40	43 3/4	44 3/8	+ 5/8
Decca Records 1.20	35 3/8	17 3/8	32 1/2	33 1/8	+ 5/8
Emerson Electric 1	50	33	46 7/8	45 3/4	- 1 1/8
Emerson Radio .50F	22 1/8	11 1/8	16	15 1/2	- 1/2
Fedders 1	20 3/8	16 1/2	17 3/8	16 1/2	- 7/8
General Dy. 2	58 3/8	38	42 1/2	39	- 3 1/2
General Elec. 2	99 7/8	79	82 1/2	80 1/8	- 2 3/8
General Motors 2XD	55 7/8	43	44 3/8	43 3/8	- 1
General Tel & El .76*	34 1/8	27	31 1/8	29	- 2 1/8
Hoffman Elec. 60	30 1/4	18 1/8	22	21 1/4	- 3/4
Hupp Corp. .37T	13 1/4	7 5/8	9 1/4	8 3/4	- 1/2
Magnavox LXD	55	31 3/4	48 1/4	47 1/8	- 1 1/8
Maytag 2AXD	44 1/2	31	34 1/4	33 1/2	- 3/4
McGraw-Edison 1.40	45 3/4	33 1/8	35 3/4	35	- 3/4
Minn. M&M .283H*	88	65	72 3/4	69 7/8	- 2 5/8
Montgomery Ward 2	55 3/8	30 1/2	31 7/8	30 3/4	- 1 1/8
Monarch .2EO	19 7/8	12 3/8	13	13	-
Motor Wheel 1	23 1/4	14	15	15 1/4	+ 1/4
Motorola 2*	98	75 1/8	85	80	- 5
Murray Corp.	28 3/4	24 3/4	26 3/4	28 1/2	+ 1 3/4
Philco 1/4G	38 1/4	23 3/4	24 7/8	23 1/8	- 1 3/4
RCA 1B	78 3/8	59 1/2	61 3/8	59	- 2 3/8
Raytheon 2.37T	53 3/8	35 1/2	39 7/8	38 1/4	- 1 5/8
Rheem .60	28 7/8	15 5/8	17 1/2	16 3/4	- 3/4
Ronson .60	13	9 3/4	11 5/8	12 1/4	+ 5/8
Roper GD	21 1/2	14 1/8	17 1/2	17 1/2	-
Schick	16 3/4	9 1/4	11	10 5/8	- 3/8
Siegler Corp. .2OR	43	29 1/4	36 1/4	33 1/8	- 3 1/8
Smith A. O. 1.60A	53 3/8	33 3/4	40 1/8	38 3/8	- 1 1/4
Sunbeam 1.40A	64 1/2	48 1/2	54	54 1/2	+ 1/2
Welbilt .10G	7 7/8	5	5 1/4	4 7/8	- 3/8
Westinghouse 1.20	65	45 1/2	53 1/4	52 3/4	- 1/2
Whirlpool 1.40	34 7/8	22	24 3/4	24 1/4	- 1/2
Zenith 1.60	129 3/8	89 1/8	127 1/8	122	- 5 1/8
<b>AMERICAN EXCHANGE</b>					
Casco Pd. .35E	10	6 3/4	9 7/8	9 7/8	-
Century Elec. 1/2	9 7/8	7	7	7	-
DuMont Lab.	12 1/2	6 1/2	12 1/4	12 1/4	-
Herold Rad.	7 7/8	1	1 3/4	1 7/8	+ 1/8
Ironrite .25T	10	6 1/8	7 3/4	7 7/8	+ 1/8
Muntz TV	6 1/2	4	5 5/8	5 3/8	- 1/4
National Presto	12 3/8	10 5/8	14 5/8	14 5/8	-
Nat. Un. Elec. (Eureka)	3 7/8	2 5/8	2 3/4	2 5/8	- 1/8
Proctor-Silex	9 7/8	6 5/8	8 1/8	7 3/4	- 3/8
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	-	-	5 5/8	5 3/4	+ 1/8
Travler Radio	-	-	7 7/8	7 1/2	- 3/8
Webcor	-	-	12 3/4	13	+ 1/4

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so for this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. \*Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

**ANALYSIS:** Stocks fell off last week and it appears a period of moderate decline is in the making. Some experts are attributing this to a typical Indian Summer reaction. However, the trading at the close of Sept. 12 was certainly affected by the recent hurricane Donna. The 52 key stocks on EM Week's chart fell in line with the overall market; the

average falling off 7/8 pt. Only two new lows were registered this past week (Admiral and Fedders) even though no more than nine issues were on the plus side. Trading on both major exchanges was off all week. On the brighter side—Ronson and Zenith hit new highs for the year. After an encouraging August, though, the outlook is cloudy.

EVERYONE'S A CUSTOMER FOR A DEARBORN



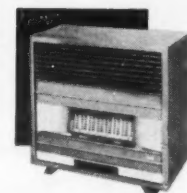
"What a lure!"

No one can resist the beauty... the charm... the downright heating comfort of a new Dearborn. Your "regular" customers, too, are certain to buy when you show them a few of Dearborn's great heating features. The Dearborn Control Center, for example... assures complete heat control and greater operating economy because it activates the Thermo-thrust Blower exactly as the user desires. Another reason Dearborn is the top heating value on the market today.

## CONTROL CENTER



Push-button controls activate the most powerful blower in the industry. May be used for summer as well. With Dearborn, it's a "set it and forget it" operation.



The Dearborn Regency is the world's finest gas area heater. Lower, longer and loaded with sell-on-sight appeal!

**Dearborn**

Get details of Dearborn's clean-cut selling policy from any of these regional sales offices: Atlanta, Chicago, Dallas, Los Angeles, San Francisco.



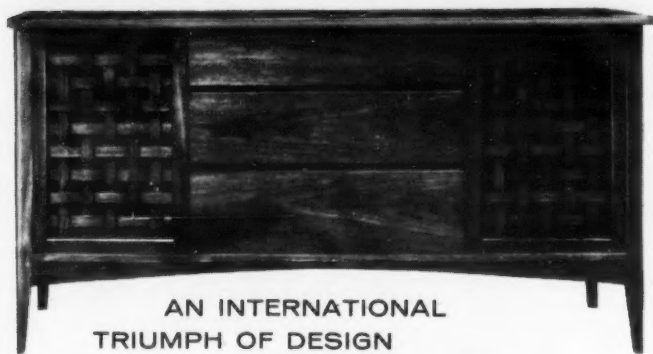
1960 Dearborn Stove Co., Dallas

*it's so different...*

*it's so elegant...*

*and the discriminating dealer*

*enjoys the **EXCLUSIVE FRANCHISE!!!***



AN INTERNATIONAL  
TRIUMPH OF DESIGN  
AND ENGINEERING

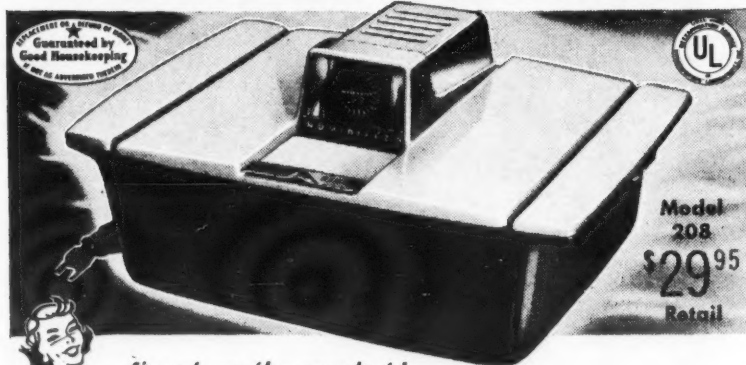
**CLAIRTONE OF CANADA**

1780 BROADWAY, NEW YORK, N. Y.

LOS ANGELES, CHICAGO, TORONTO

*a new concept in room humidifiers*

## Hankscraft COOL-VAPOR (NO HEAT) HUMIDIFIER - VAPORIZER



*finest on the market!*

**BENEFICIAL**—Creates healthful atmosphere by automatically raising relative humidity to comfort level—eliminates "dry air" damage to furniture and woodwork  
**PRACTICAL**—Fill at faucet—2-gal. capacity—vaporizes 12 to 16 oz. per hr., place where needed—runs hours without attention

**and profitable**—large margin, low price and huge potential (over 30,000,000 prospective users!) make this the most exciting new appliance on the market. Nationally advertised.

**Make over 42% profit on each unit with special introductory deal—1 FREE with 11!**  
... ask your wholesaler!

**HANKSCRAFT COMPANY, Reedsburg, Wisconsin**

Stock the complete line of famous Hankscraft Vaporizers — \$4.95 to \$9.95

## A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	112	120	115	2.6% down* (June 1960 vs. June 1959)
<b>RETAIL SALES</b> total (\$ billions)	18.1	18.1	18.3	1.1% down (Aug. 1960 vs. Aug. 1959)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	329	320	340	3.2% down (July 1960 vs. July 1959)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	276	277	284	2.8% down (July 1960 vs. July 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	31	21	23	34.7% up (Aug. 1960 vs. Aug. 1959)
<b>HOUSING STARTS</b> (thousands)	114.1	126.8	149.7	23.8% down (July 1960 vs. July 1959)
<b>AUTO OUTPUT</b> (thousands)	52.0**	51.4**	24.4**	113.1% up
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	18.7+	18.9+	19.0+	1.5% down (2nd qtr. 1960 vs. 2nd qtr. 1959)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	354.3+	347.0+	338.3+	4.7% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	25.8+	23.7+	24.8+	4.0% up (2nd qtr. 1960 vs. 2nd qtr. 1959)
<b>EMPLOYMENT</b> (thousands)	68,282	68,689	67,241	1.5% up (Aug. 1960 vs. Aug. 1959)

\*New index being used. Federal Reserve Bulletin, Jan. 1960 (seasonally adjusted).

\*\*Figures are for week ending September 10, 1960 and preceding week (revised).

+Figures are for quarters.

+ + Federal Reserve Bulletin figures (revised).

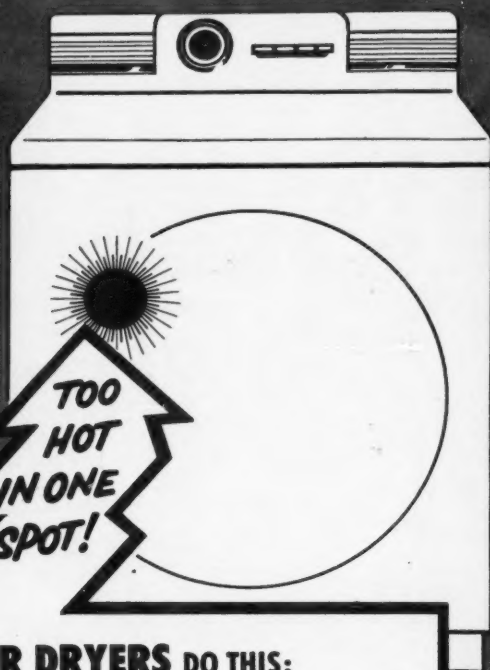
## A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. **New figures in bold-face type.**

		1960 (Units)	1959 (Units)	% Change
<b>DISHWASHERS</b>	July	34,100	34,500	- 1.16
	7 Mos.	311,700	274,900	+13.39
<b>DRYERS, Clothes, Electric</b>	July	50,264	66,791	-24.74
	7 Mos.	362,592	406,601	-10.82
Gas	July	22,316	28,457	-21.58
	7 Mos.	192,585	196,068	- 1.78
<b>FOOD WASTE DISPOSERS</b>	July	52,600	63,500	-17.17
	7 Mos.	416,200	413,900	+ .56
<b>FREEZERS</b>	July	97,500	124,600	-21.75
	7 Mos.	671,800	777,600	-13.61
<b>PHONOGRAPH SHIPMENTS</b>	June	267,700	197,876	+35.29
	6 Mos.	1,803,018	1,495,621	+20.55
<b>PHONOGRAPH RETAIL SALES</b>	June	210,264	167,961	+25.19
	6 Mos.	1,861,190	1,531,276	+21.55
<b>RADIO PRODUCTION (excludes auto)</b>	Week Sept. 2	209,706	243,788	-13.98
	35 Weeks	6,662,281	5,755,487	+15.76
<b>RADIO RETAIL SALES</b>	July	573,363	526,827	+ 8.83
	7 Mos.	4,451,721	3,685,708	+20.78
<b>TELEVISION PRODUCTION</b>	Week Sept. 2	125,850	138,561	- 9.17
	35 Weeks	3,808,138	3,819,081	- .29
<b>TELEVISION RETAIL SALES</b>	July	392,858	370,575	+ 6.01
	7 Mos.	3,050,385	2,634,532	+15.78
<b>REFRIGERATORS</b>	July	291,500	370,800	-21.39
	7 Mos.	2,069,200	2,237,100	- 7.51
<b>RANGES, Electric—Standard</b>	July	57,100	67,100	-14.90
	7 Mos.	492,400	562,700	-12.49
Built-in	July	45,000	62,100	-27.54
	7 Mos.	393,600	415,400	- 5.25
<b>RANGES, Gas—Standard</b>	July	89,200	116,900	-23.70
	7 Mos.	844,600	925,900	- 8.78
Built-in	July	24,200	26,800	- 9.70
	7 Mos.	200,900	187,300	+ 7.26
<b>VACUUM CLEANERS</b>	July	223,008	221,232	+ .80
	7 Mos.	1,905,476	1,932,422	- 1.39
<b>WASHERS, Automatic &amp; Semi-Auto</b>	July	174,608	251,300	-30.52
	7 Mos.	1,403,460	1,621,539	-13.45
Wringer & Spinner	July	43,047	66,763	-35.52
	7 Mos.	416,901	506,709	-17.72
<b>WASHER-DRYER COMBINATIONS</b>	July	8,974	9,665	- 7.15
	7 Mos.	88,840	96,914	- 8.33
<b>WATER HEATERS, Electric (Storage)</b>	July	55,800	70,300	-20.63
	7 Mos.	407,000	507,400	-19.79
<b>WATER HEATERS, Gas (Storage)</b>	July	260,200	245,100	+ 6.16
	7 Mos.	1,615,700	1,787,500	- 9.61

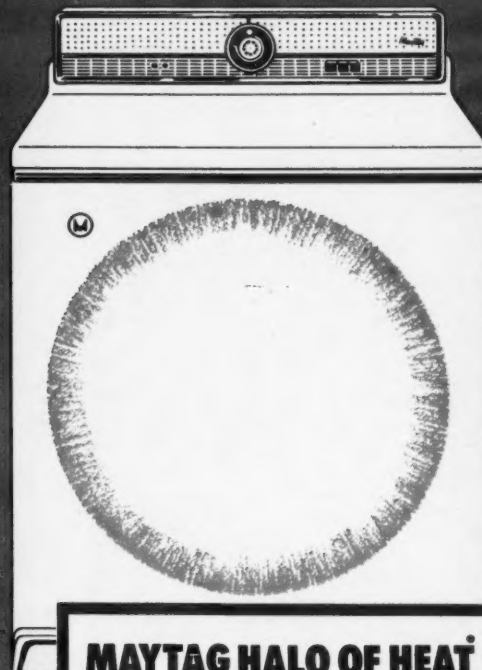
Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

# STILL THE ONLY IMPORTANT SALES DIFFERENCE IN DRYERS!



## OTHER DRYERS DO THIS:

Heat concentrated in one "hot spot" makes clothes feel harsh, bakes in wrinkles, makes ironing difficult. Over-drying is common because clothes come in contact with heat as high as 200°.



## MAYTAG HALO OF HEAT DRYERS HAVE NO HOT SPOTS

**MAYTAG DRYER DOES THIS!** No hot spots! A gentle circle of heat surrounds clothes . . . fast-dries full load in 26 to 35 minutes at a safe, low 135°. Clothes dry fluffy with fewer wrinkles.

**SALES PROVED!** The big difference in dryers is still Maytag's exclusive drying principle. Famous "no hot spot" drying sets Maytag Halo of Heat Dryers apart from the herd.

Maytag's exclusive "no hot spots" principle makes good sense to your customer. So will these other important Maytag features: Air inside is changed every other second, filtered free of dust and dirt. There's a safety door plus an automatic sprinkler. And the cabinet is made of zinc-coated steel to protect against rust.

**Modern fabrics?** Removing wrinkles from Wash 'n Wear is a Maytag

Dryer specialty. And most important, when you sell a Maytag Dryer, you're selling dependability.

**Maytag — the only complete line of dryers from one source** — a fact that lets you sell her exactly what she wants without carrying a flock of brands:

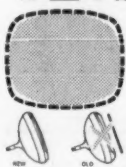
**ELECTRIC or GAS • NO-VENT or VENT • COLORS or WHITE** Most important, there's a model for every budget.

Write, wire or phone your Maytag Regional Manager or Distributor.  
The Maytag Company, Newton, Iowa

# MAYTAG Halo of Heat DRYERS

# BROADEN your PROFIT PICTURE with *Emerson's* new **PLUS** line of 23 inch CONSOLE TELEVISION

## PLUS SCREEN



Get a wide, close-up view on Emerson's 23" rectangular big picture screen. Emerson's "Full-Vue" screen duplicates the complete corner-to-corner picture the T.V. camera transmits. Exclusive "Black Magic" contrast lets you see the smallest details...even in a lighted room. Bonded, tinted safety shield eliminates all glare...all dust...all shadows!

## PLUS CONSTRUCTION



Emerson's superior chassis gives you viewing pleasure for years to come. New, split-level "Modu-Therm" chassis construction dissipates heat. Automatic amplified Gain Control holds picture steady in all reception areas...eliminates all interference, even airplane flutter!

Heavy duty Full Power Transformer with parallel filament circuitry provides longer tube life, trouble-free operation and performs where others fail.

## PLUS DESIGN



Emerson cabinetry is incomparable, because Emerson's uncompromising standards of quality create an exciting new kind of fine-furniture distinction. Beautifully grained hardwood veneers are dramatically styled in cabinets that range from traditional to modern, from provincial to contemporary. Superb dark and

light woods are authentically hand-crafted to grace any home with "show-piece" perfection. In fact, Emerson cabinets are as beautiful to look at as the pictures they bring into your customers' homes.

## PLUS PERFORMANCE



High-Gain Miracle Tuners. Front-projected, static-free FM sound reproduction. High-Gain I.F. amplification stages pull in the clearest, sharpest pictures possible...even in fringe areas! "Local-Distance" control actually lets you customize the reception to your own neighborhood. That's

why we say "Emerson performs where others fail!"

## PLUS FINISH



The superior quality of Emerson Console TV sets is reflected in the satin finish of their cabinets. Hand-finished and hand-rubbed every inch, Emerson console cabinets are distinctive furniture pieces of unparalleled beauty.

## PLUS VALUE

Emerson has been America's Value Leader for nearly half a century. This year, our expanded research and manufacturing facilities enable us to bring you the nation's finest 23" Console Television. In style, in performance, in value, Emerson is — and shall always be — America's Best Buy!



Emerson's 23" Console Television sets are designed and promoted to outsell all others! Measured by any standard, they give your customers more for their money, feature for feature. The comprehensive Plus line of Emerson Console TV meets every demand, every budget! And it's promoted to your entire market by Emerson's spectacular new Plus campaign. Dramatic double-page spreads and full pages in LOOK, LIFE, THE SATURDAY EVENING POST. Market by market local newspaper saturation impact. A 12-page, full-color National Sunday supplement section planned to show the complete line of Emerson entertainment products. Profit with Emerson's powerful Plus promotion at your point of purchase.



EMERSON 23-INCH CONSOLE TV  
with Wireless Remote Control

New "Full-Vue" bonded shield 23-inch rectangular glare-free picture tube—282 square inch viewable area. New Dyna-power chassis with Full Power Transformer. Matched multi-speaker high fidelity FM sound system. "Local-Distance" control. "Golden Touch" control Panel with one-knob simplimatic tuning. Traditional styling in genuine hand-crafted Cherry or Mahogany veneers, equipped with casters. **MODEL 1658**

## PROFITS PLUS

BE SURE TO SEE THE OUTSTANDING EMERSON LINE...  
CALL YOUR LOCAL EMERSON DISTRIBUTOR TODAY!

**Emerson** America's Best Buy  
JERSEY CITY 2, NEW JERSEY



## WIRELESS REMOTE CONTROL

No Walk • No Work • No Wire  
All the ease, enjoyment and added convenience of arm chair tuning. 2 buttons perform all functions—turn set on and off, change volume, change channels, anywhere in the room.



